

## **Medway Open Space and Recreation Plan (OSRP) Update Task Force**

Monday, June 26, 2017 Meeting  
Medway Senior Center, 76 Oakland Street, Medway MA

### **MEETING MINUTES**

**Members Present:** Matt Hayes, Chairman, Paul Mahoney, Paul Atwood, Denise Legee, David Blackwell (arrived at 7:15 pm)

**Members Absent:** Glenn Trindade, Rich Eustis

**Staff Present:** Bridget Graziano, Stephanie Mercandetti

---

#### **1. Welcome Tracy Rozak**

Matt Hayes opened the meeting at 7:01 pm and welcomed Tracy Rozak, OSRP Task Force Recording Secretary to the meeting.

#### **2. Interview of Consultants**

Participants introduced themselves to the candidates and identified the various committee/board/department/organization they were associated with.

Each consultant had ten minutes to highlight their firm's knowledge, skills and experience. Then each consultant was asked 11 standardized interview questions. Brief summaries and the questions / answers are listed below followed by the Task Force's discussion of pros and cons of each consultant.

#### **Consultant # 1 Conservation Works:**

Anne Capra represented Conservation Works which is a small firm with four partners, founded in 2005 and specializing in conservation planning services and management. In the past five years, Anne has completed full updates, including public outreach and engagement, for eight municipal open space and recreation plans in Massachusetts and all have been approved by the Executive Office of Energy and Environmental Affairs Department of Conservation Services (DCS). Most recently she worked for the Lincoln Conservation Department and the Chicopee Planning Departments on their plan updates and performed the public outreach component for the Town of Weston's Conservation Department.

Anne would be the primary contact and would work closely with Richard O'Brien, Partner Conservation Works. Richard will assist Anne in conducting the site assessments. Richard leads CW's trail design and construction division and has extensive experience with ADA compliance for outdoor and indoor recreation facilities. Anne and Dick conducted the 29-facility ADA assessment for the City of Chicopee's Parks and Recreation Department in 2015,

and the 13-facility evaluation for the Town of Lincoln in 2016. The firms two other partners- Molly Hale, Wild Life Biologist and Pete Westover, Founder, are available to support the team if needed.

Anne noted that she has experience with a full range of community outreach and engagement activities such as:

- Community forums and visioning sessions
- Public survey design and analysis
- Online mapping tools for gathering public comment
- Targeted stakeholder focus groups
- Stakeholder interviews
- Social media outreach
- Design of interpretive signs, displays and maps

Anne also stated that she likes to attend the “other town” specific meetings so she can understand their priorities and see how they relate to the OSRP. It also keeps everyone informed and engages them from the start.

## **QUESTIONS/ANSWERS**

- 1. In our Request for Proposals, we asked for proposers to describe the qualifications and experience of staff expected to work on the project. Tell us why the composition of the proposed team is appropriate for what Medway needs to accomplish with this project.**

Anne stated that you will actually be working with Anne unlike some other companies that list a key partner in the proposal but that is not who actually ends up doing the writing/analysis/planning. Anne has experience with research, analysis, GIS mapping and analysis and feels these are the skills needed for the project. Anne also noted that she teaches at the Conway School which is challenging as the students must complete an OSRP in 3 months.

- 2. What do you feel is your firm’s strongest area of professional expertise? How will that help you in this project?**

Anne stated that she is a Land Conservation Specialist. All of her work is about ecological, natural resource assessment and planning for its management and protection. Anne is very familiar with the available resources and really enjoys working with the land owners and user groups.

- 3. Tell us about your familiarity with Medway’s open space, recreational and natural resources.**

Anne stated she has looked at the towns past OSRP and saw rapid growth within the town and there is a lot of very valuable open space. Anne stated she would consider our recreational needs and how to accommodate them if there are any water bans in place.

**4. Does your project team have experience in a public meeting setting describing what they are doing in layman's terms (as compared to presenting at technical conferences)?**

Anne responded that she is very mindful of technical jargon. Anne tailors her workshops to the audience and likes to create smaller groups within the larger group to find out where they live, work and play and what works and what doesn't work for them. Anne feels it is important to really listen to what people are saying.

**5. The community engagement/citizen participation component of this project is important to the Town and its residents. Please provide some examples of how you have engaged the public in other communities working on an OSRP. What do you find is most successful?**

Anne stated that social media can be a really big driver. Anne thinks you need to identify what networks are available for promoting and networking. Anne suggested getting the information out to large target areas like schools or at a public event such as a fall festival. Anne finds the grass roots approach of getting out to local events and talking with people a very effective way to generate excitement, ask questions and drive people to the website or surveys.

**6. Does the project team have experience in preparing fact sheets, public notices and other materials that may be necessary as part of your outreach, etc.? Did the public come out?**

Anne stated she has used a wide range of strategies in the past. Anne envisions a forum early in the process followed by a 2<sup>nd</sup> forum to distribute fact sheets and present survey results and have a meaningful discussion of how it relates to the project. Anne also found that using graphic images is a great way to illustrate mixed land use.

**\* Matt Hayes skipped question 7 and 8 as Anne clearly answered these questions in her opening summary.**

**9. Are you presently working on OSRPs in other communities? Do you feel you can provide Medway adequate attention while working on those other OSRPs? Will this affect your flexibility for being available for all the necessary meetings?**

Anne reported that she just finished an OSRP 6 months ago. Currently, Anne is doing some fieldwork such as trail/wetland permitting and boundary marking.

10. **Throughout the project, you will be meeting with the OSRP Taskforce, Town staff, interested stakeholders, residents, etc. How will input and insight be gathered through these meetings? How will you bring folks to consensus?**

Anne stated she would make the meeting notes from every forum and the survey results available to all interested parties. Anne noted that bringing folks to a consensus is challenging but feels that it is important to let people say what they want to say and ensure that this information is documented. Not everyone is going to agree but it is good to try to get consensus on the most important criteria.

11. **Provide a brief summary on your ADA work on other OSRPs and the time it took to complete that task.**

Anne reported that she and her firm did the ADA work on 27 parks and recreation facilities in Chicopee MA and 13 in Lincoln, RI. Anne stated that it usually takes a day two in field to do an assessment, write the report and complete forms and create a Transition plan for the facilities that are not ADA compliant. Anne noted that every single park does not have to be 100% ADA compliant but you do need to make reasonable accommodations. Anne stated that there is grant money available to bring restroom facilities into compliance

#### **Discussion - Pros/ Cons**

- + The Lincoln and Weston projects seem comparable to Medway.
- + Distinctly clear and well thought out process on the aspects of the plan.
- + Provided specific details on what is to be included. Sets clear expectations.
- + Thorough explanation on approach to outreach for community forums and ADA Transition Plan
- + Anne teaches at the Conway School which assisted in a prior town project.
- + Has the lowest budget.
- + Has the time to devote to the project - not working on any other OSRPs.
- Most of the work would be primarily done by Anne as opposed to a team of individuals. A drawback is the number of qualified personnel associated with the project.
- A clear project schedule was not provided.
- Some felt that Anne's presentation skills were not as polished as the other consultants.

#### **Consultant # 2 Horsley Witten:**

The Horsley Witten Group was represented by Nathan Kelly, Principal in Charge and Krista Moravec, Project manager. Nathan stated that Horsley Witten brings decades of experience and qualifications in land use planning, infrastructure planning, economic

development, housing production, open space preservation, community design, natural resource protection, smart growth, low impact development, and renewable energy.

Nathan also noted they have established long term relationships with the United States Environmental Protection Agency (US EPA), the American Planning Association (APA), and numerous state and local governments. Nathan stated that their firm is uniquely qualified to provide practical and comprehensive planning services because they have an interdisciplinary staff of planners, scientists, and engineers.

Krista stated that public engagement is big part of what they do every day. They have experience with community paper and online surveys. They also like to do “pop up visits” – where they go out to the parks and meet and talk with the people who use the park.

### **Questions /Answers**

- 1. In our Request for Proposals, we asked for proposers to describe the qualifications and experience of staff expected to work on the project. Tell us why the composition of the proposed team is appropriate for what Medway needs to accomplish with this project.**

Nathan responded that the staffs listed on the proposal are pretty much guaranteed to be the ones working on the project. They also have many other experts to consult with in the company if needed

- 2. What do you feel is your firm’s strongest area of professional expertise? How will that help you in this project?**

Nathan reported that they can get very creative with public participation. They try to come up with unique ways to get people involved in the project.

- 3. Tell us about your familiarity with Medway’s open space, recreational and natural resources.**

Nathan stated he has not actually done any projects in Medway but has reviewed the Medway map and the proposal. He feels he has a good sense of the different landscapes in town. Nathan noticed that Medway has the same 7 goals now as in the original OSRP. Nathan stated there is a healthy focus on trail development.

- 4. Does your project team have experience in a public meeting setting describing what they are doing in layman’s terms (as compared to presenting at technical conferences)?**

Nathan stated they try really hard to use layman’s terms so that people understand. Krista stated that they often critique each other’s work to make sure they aren’t using too much industry jargon.

- 5. The community engagement/citizen participation component of this project is important to the Town and its residents. Please provide some examples of how you have engaged the public in other communities working on an OSRP. What do you find is most successful?**

Nathan stated that they see themselves as people who bring a big toolbox to you and can use many different tools in different situations. They will use whatever technique works for your town. We may go to a farmers market and use a short questionnaire to gather some quick information. Some towns like to come to meetings. The design approach is important but so is seeing the finish line and how you record the feedback. Nathan stated that a good example of good communication is when you transcribe a flipchart you should record it just like they say it rather than paraphrase. Use the “raw comments” from people so they can see that their comments are included and important.

- 6. Does the project team have experience in preparing fact sheets, public notices and other materials that may be necessary as part of your outreach, etc.? Did the public come out?**

Nathan stated they have used many different venues in the past such as social media and mass mailings. They have also contacted the schools and sent flyers home with the kids to the parents. Nathan reported they also have graphic designers on staff to help with posters and flyers etc. Nathan feels it is important to get input from the younger generations –usually get great feedback- might want to visit with the YMCA or contact the girl/boy scout leaders etc.

- 7. You’ve listed similar projects in your proposal as references. Why do you feel that these are the best, related examples of your work?**

Nathan stated they have done lot of work in coastal towns but Stoughton and Billerica were more urban towns. The work they did in Dedham was more robust, created the recreation masterplan as well as the OSRP.

- 8. Who will be our primary contact? Who will be the staff member present at meetings and forums?**

Both Nathan and Christa will be the primary contacts but Jeff Davis and other staff are available as needed.

- 9. Are you presently working on OSRPs in other communities? Do you feel you can provide Medway adequate attention while working on those other OSRPs? Will this affect your flexibility for being available for all the necessary meetings?**

Nathan stated they are currently finalizing the details in Marshfield and Bourne. Billerica and Stoughton are almost finished and they are still early in the process with Dedham.

**10. Throughout the project, you will be meeting with the OSRP Taskforce, Town staff, interested stakeholders, residents, etc. How will input and insight be gathered through these meetings? How will you bring folks to consensus?**

Nathan stated they have done a lot of public conflict management. It's important to identify who is really driving the issues and how deep is the divide and that will determine the interventions that are needed. Nathan stated its best to have a public community session for some of the more volatile issues like the selling of conservation land. Nathan stated you need to make sure all your facts are correct so you don't get tripped up on small details at the meetings. Nathan stated they had a lot of conflict of land uses in Stoughton and Marshfield struggled with how to staff, maintain and involve community partnerships etc.

**11. Provide a brief summary on your ADA work on other OSRPs and the time it took to complete that task.**

Nathan reported they have done ADA Assessments in Bourne and Marshfield. They are close to completion in Bourne; it has taken about 3 weeks with site visits. They are just starting with Marshfield but they anticipate it should take about 3 weeks.

**Discussion - Pros /Cons**

- + It is a larger firm providing an array of services and experts.
- + They presented the information very well.
- + They have some experience in Massachusetts (in Eastern MA and with coastal towns) but a lot in Rhode Island.
- Did not have much ADA experience and this is crucial.
- Did not have much experience with Conservation restrictions.
- Stated it would take about 3 weeks for ADA assessments. The other 2 consultants stated 3 days.

**Consultant # 3 Beals and Thomas (B & L)**

Beals and Thomas were represented by David LaPointe, Principal, John Gelcich, Senior Planner and Mary Kay Scheeweis, Environmental Specialist.

John stated that their office is located about 20 minutes from Medway so that they are able to get to Medway quickly anytime during the day or night. John stated that Stacy Minihane will be the Project Director but is on maternity leave and is expected back in 3 weeks.

John stated that Beals and Thomas have provided professional services that support the development and conservation of land and water resources throughout New England. They specialize in planning, permitting, environmental services, landscape architecture, wetlands consulting, civil engineering, and land surveying. All of the B & L staff have their professional certifications. They put a strong focus on community involvement which they feel allows people to own the plan and want it to work.

They have extensive experience with OSRPS and have worked in Medway on the Affordable Housing Round Table and projects in many of the surrounding towns such as Brookfield, Ayer and Hanover. They are currently working on OSRPs for the town of Northbridge and Cohasset.

- 1. In our Request for Proposals, we asked for proposers to describe the qualifications and experience of staff expected to work on the project. Tell us why the composition of the proposed team is appropriate for what Medway needs to accomplish with this project.**

John stated that B & L have a full spectrum of architects, civil engineers, urban planners, wetland scientists and conservation specialists on staff. In addition to the immediate team, they have many other staff in house to consult with if needed and they do not have to contract out any of the work.

- 2. What do you feel is your firm's strongest area of professional expertise? How will that help you in this project?**

John stated the firm has expertise in planning and everything that goes into the plan-analysis of data, public involvement, eye for design etc. We are experts in numerous disciplines as mentioned in question # 1.

- 3. Tell us about your familiarity with Medway's open space, recreational and natural resources.**

John stated that David lives close by in Norfolk and another principal in the firm lives in Medway. They are familiar with Choate Park, Chicken Brook and many of the trails. John praised Medway's website for doing a great job at showcasing all of their recreational facilities.

- 4. Does your project team have experience in a public meeting setting describing what they are doing in layman's terms (as compared to presenting at technical conferences)?**

David stated that OSRP's involve individuals and it is important to get their input and opinions. They worked on many parks in Worcester MA including Elm Park, University Park, Betty Place playground, Short Park and Morgan Landing. They had numerous Public Input secessions and the neighbors were notified of the meetings so they could



come and give their input. The public meetings were well attended by the residents.

- 5. The community engagement/citizen participation component of this project is important to the Town and its residents. Please provide some examples of how you have engaged the public in other communities working on an OSRP. What do you find is most successful?**

John stated they try and use any and all strategies to get people to show up to the meetings. One successful strategy that they have used in the past was to break people up into smaller groups and give each group a task such as a questionnaire or a dot matrix. This gets the attendees involved right from the start. They would also have the smaller groups present their information to the other small groups. This technique really gives them ownership of the project.

- 6. Does the project team have experience in preparing fact sheets, public notices and other materials that may be necessary as part of your outreach, etc.? Did the public come out?**

David stated they have used social media such as Face Book and posted information on websites. They have also sent email blasts out to schools and senior centers, distributed flyers at school baseball & football games. They have posted signs put up a small booth where large groups of people gather such as a 4<sup>th</sup> of July festival.

- 7. You've listed similar projects in your proposal as references. Why do you feel that these are the best, related examples of your work?**

John stated they have worked on many parks and trails similar to Medway. We have extensive knowledge experience connecting local trails systems to regional trails. One of the principals at the company is on the Upper Charles Trail committee in Milford.

- 8. Who will be our primary contact? Who will be the staff member present at meetings and forums?**

John stated that Stacy Minihane will be Project Director that will oversee the entire project. Stacy is currently on maternity leave but is expected to be back in 3 weeks.

- 9. Are you presently working on OSRPs in other communities? Do you feel you can provide Medway adequate attention while working on those other OSRPs? Will this affect your flexibility for being available for all the necessary meetings?**

David stated they are currently working on the OSRP for Northbridge but are towards the end of project. They have not submitted the draft to the state yet. David stated they are in the middle of Cohasset's OSRP plan right now but this will not interfere with Medway.

**10. Throughout the project, you will be meeting with the OSRP Taskforce, Town staff, interested stakeholders, residents, etc. How will input and insight be gathered through these meetings? How will you bring folks to consensus?**

John stated that they have found that small group discussions work best. It is important to ask the right questions to get the right answers and results for the plan. John stated that reaching a consensus can be difficult but you should try to narrow it down to what people value the most- ball fields, trails, play grounds etc.

**11. Provide a brief summary on your ADA work on other OSRPs and the time it took to complete.**

David reported that he just completed the evaluations for the Cohasset OSRP. David explained that you go out and do a site visit and look at access to parking lots, snack bar, restrooms etc. They use a standard form and check off which aspects conform or not. They often take pictures and measurements. Then they create the report and create goals. David stated that existing trails don't have to be overhauled to become compliant but new trails should be ADA compliant.

**Discussion - Pros /Cons**

- + Well thought out proposal; noted some familiarity with the Town.
- + The firm is working on the design and engineering for the Chicken Brook trail.
- + Project approach was thorough and precise.
- Their presentation seemed very stiff.
- The proposal lacked details on the ADA Transition Plan.
- The firm is presently working on two other OSRPs. There was some concern that the Medway project would not get the attention it needs.
- The firm is currently working on the Exelon project - this could be a perception of conflict of interest.

**3. Review of Candidates /Review of Price Quotes/Selection of Finalist**

The committee had a lengthy discussion about each consultant, reviewed the price quotes and weighed the pros and cons of each firm. The price quotes per firm are as follows:

Beals and Thomas -\$29,000  
Conservation Works – \$21,056  
Horsley Witten – \$33,650

It was determined that Conservation Works had the best knowledge and experience to meet the needs of Medway. It was noted that they did not have reference checks on file for Anne Capra of Conservation Works. Stephanie will call and check her references. Contingent upon a positive reference check, Conservation Works will be contracted to do the Medway's OSRP.

**VOTE: Paul Mahoney motioned to vote for Anne Capra of Conservation Works contingent upon a positive reference check. Denise Legee seconded the motion. All were in favor.**

**4. Review of Meeting minutes of May 30, 2017.**

It was noted that the 4<sup>th</sup> sentence on the 4<sup>th</sup> page should be amended to read “He was unanimously affirmed.” instead of “He was unanimously acclaimed!”

**VOTE: Matt Hayes motioned to approve the amended Meeting Minutes of May 30, 2017. Paul Mahoney seconded the motion. All were in favor.**

**5. Other Business**

No other business was discussed.

**6. Adjourn**

A motion was made by Matt Hayes at 10:11 pm to adjourn the meeting, seconded by Denise Legee. All were in favor.

Respectfully submitted,

Tracy Rozak, Recording Secretary