

## Sturm, Michael

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**From:** Megan Born <mborn@fieldoperations.net>  
**Sent:** Friday, August 12, 2022 4:25 PM  
**To:** Sturm, Michael; Sarah Weidner Astheimer  
**Cc:** Allen Arntsen; Lake Monona Waterfront Committee  
**Subject:** RE: Lake Monona Waterfront Design Challenge

**Categories:** Blue Category

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Dear Michael and Committee Chair Arnsten,

Thank you for sharing the schedule and scope of work, and offering us the opportunity to ask questions. We remain excited about the project and are eager to get started! After reviewing the materials we have a few clarifying questions:

- **Design Challenge Check-in:** Could you please clarify the length of time we will have to present our work at the mid-point check-in? We assume the check-in format will be a slide deck presentation via Zoom or similar. Please let us know if we should plan on something different.
- **3.1 Master Plan Deliverables:**
  - May we assume that the Master Plan report will be delivered digitally?
  - Master Plan Boards – you note a minimum of 5 boards, could you please provide a maximum?
  - Which of the five deliverables will be shared with the public during the comment period?
  - You note deliverables are not limited to the materials requested. If other deliverables are shared, would this be shared with the public?
  - We typically exclude live working files from our deliverables, and not all of our deliverables ultimately exist as an AutoCAD file. Could you provide more context as to the purpose of this deliverable? And would you consider removing this from the required deliverables?
- **9.1 Intellectual Property:** This is understood, however we would ask that work prepared by James Corner Field Operations (JCFO) is credited to JCFO when our work is used, copied or distributed by the City of Madison.
- **Meetings:** We note that we will be responsible for meeting and conferring with City staff, the Ad-hoc Committee, and others as needed. Based on the scope of services, we anticipate attending (9) nine meetings during the 14-week Master Plan period:
  - Design Challenge Kick-off Event
  - Engagement Consultant Meeting
  - (4) Four Informational Presentations
  - Design Challenge Check-in
  - Design Challenge Final Presentation (Committee)
  - Design Challenge Final Presentation (Public)
- Do you anticipate the need to participate in more meetings than what is listed above during the design challenge?
- We did not see mention of the \$75,000 stipend for Phase 1 of the Master Plan, could you please confirm this remains the compensation for each of the shortlisted teams?
- Would you consider the cost of printing the requested deliverables (i.e. the boards) as a reimbursable expense?

We are appreciative of the Committee's feedback on the above, and looking forward to next steps.

Thank you and have a great weekend,

Megan

megan born  
james corner field operations  
215-644-3997 x295

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**From:** Sturm, Michael <MSturm@cityofmadison.com>

**Sent:** Thursday, August 4, 2022 5:19 PM

**To:** Sarah Weidner Astheimer <sarah@fieldoperations.net>

**Cc:** Megan Born <mborn@fieldoperations.net>; Allen Arntsen <allenarntsen@gmail.com>; Lake Monona Waterfront Committee <LMWCommittee@cityofmadison.com>

**Subject:** RE: Lake Monona Waterfront Design Challenge

Hi Sarah,

Please see the attached draft scope of services (Exhibit A) and Purchase of Services (POS) contract for the Lake Monona Waterfront Design Challenge. The project scope includes additional information on team participation requirements based on input from the selected teams, committee members, and project stakeholders. The requirements build upon the framework outlined in RFQ 10082 and seek to strike the appropriate balance of team engagement with the committee and the public during the master plan development period. The attachments are draft documents, and the committee is scheduled to vote on their approval on August 15.

Also, below is an anticipated project schedule based on the City receiving signed POS contracts by August 26.

Draft Project Schedule 08-02-22						
3-Aug-22	Ad-hoc Committee scope discussion					
4-Aug-22	Draft sent to teams					
15-Aug-22	Ad-hoc Committee finalize and adopt design challenge scope of services					
19-Aug-22	POS contracts issued to teams					
26-Aug-22	Due date for teams to return signed POS contracts					
9-Sep-22	Due date for City contract signatures (Mayor, Clerks Office, DCR, etc.)					
15-Sep-22	Public Kick-off Event: committee, teams (virtual) and public					
26-Oct-22	Design Team Check-in Event: committee, teams (virtual) and public					
21-Dec-22	Due date for master plan submissions					
28-Dec-22	Plans available for public review (online and in-person)					
11-Jan-23	Design Team Plan Presentation Event: committee, teams (in-person) and public					
Feb-23	End of public comment period					
Mar –Apr 23	Committee selection of Preferred Master Plan					
Apr-23	Negotiate second POS contract with selected team for plan revision and refinement					

Please review and share any concerns or comments on the draft scope, POS contract, and project timeline for the committee's consideration at their August 15 meeting.

Also, please include Allen Arntsen ([allenarntsen@gmail.com](mailto:allenarntsen@gmail.com)), the committee chair, and the general LMW committee email in your correspondence as I am out of the office from August 7 to August 14.

We are thrilled your team is participating in the design challenge and look forward to your response to the draft materials.

Regards,

Mike

**Mike Sturm, LEED AP**

Landscape Architect  
City of Madison Parks Division  
City-County Building, Suite 104  
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**From:** Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>

**Sent:** Tuesday, August 02, 2022 2:00 PM

**To:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>

**Cc:** Megan Born <[mborn@fieldoperations.net](mailto:mborn@fieldoperations.net)>

**Subject:** RE: Lake Monona Waterfront Design Challenge

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Hi Mike, Thanks so much for the head's up. All of this sounds good. No concerns on our end. We are looking forward to getting started. Best, Sarah

sarah weidner astheimer  
principal

**JAMES  
CORNER  
FIELD  
OPERATIONS**

2400 market street, suite 271, philadelphia, pa 19103  
215-644-3997 x227 [sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)

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**From:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>

**Sent:** Monday, August 1, 2022 5:10 PM

**To:** Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>

**Cc:** Megan Born <[mborn@fieldoperations.net](mailto:mborn@fieldoperations.net)>

**Subject:** RE: Lake Monona Waterfront Design Challenge

Hi Sarah,

Thank you for meeting with the committee on short notice. They are currently considering a few minor adjustments to the design challenge scope. I anticipate final action on the revisions at their August 15th meeting, and then Parks will issue the Purchase of Services (POS) contracts to the participating teams. The design challenge will officially start once all contracts are finalized with the City. This will likely be later this month or potentially early September. Teams will then have fourteen weeks to prepare their submissions.

At this point, the draft scope changes focus on requiring team representatives to participate in a virtual kick-off meeting and a mid-point check-in. Representatives might also be asked to attend a series of committee meetings (virtually) that include special presenters to provide additional background information on the planning area and design considerations. The sessions will also be open to the public and promote awareness of the planning effort.

Please let me know if there are any initial concerns with the above. I'll send an update after the committee meeting on the 15th.

Regards,

Mike

**Mike Sturm, LEED AP**

Landscape Architect  
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**From:** Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>

**Sent:** Monday, August 01, 2022 3:47 PM

**To:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>

**Cc:** Megan Born <[mborn@fieldoperations.net](mailto:mborn@fieldoperations.net)>

**Subject:** RE: Lake Monona Waterfront Design Challenge

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Hi Michael,

Thanks again for inviting us to join last week's Ad-hoc Committee conversation about process. As I briefly mentioned, our team is making plans to be on-site and together in Madison the week of 8/15 to kick off our work on the design

challenge. Before we get too far ahead of ourselves, I wonder if you might be able to give us a head's up about any potential changes to the overall schedule or process and also when you anticipate finalizing next steps. Happy to touch base on the phone if that is easiest.

Best, Sarah

sarah weidner astheimer  
principal

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**From:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>  
**Sent:** Monday, July 25, 2022 10:37 AM  
**To:** Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>  
**Cc:** James Corner <[jcorner@fieldoperations.net](mailto:jcorner@fieldoperations.net)>; Megan Born <[mborn@fieldoperations.net](mailto:mborn@fieldoperations.net)>; Ben Nicholls <[bnicholls@fieldoperations.net](mailto:bnicholls@fieldoperations.net)>  
**Subject:** RE: Lake Monona Waterfront Design Challenge

Hi Sarah,

Field Operation's assigned time for tomorrow night's committee discussion is 6:30 - 6:45 pm CT. The format is an informal discussion with committee members on the proposed design challenge approach and if there are ways to improve the process from your team's perspective. A single representative is sufficient if possible. Note – meeting attendance isn't a requirement.

The registration and login are similar to the interview process. Below is a link to the city webpage to register for the meeting (select "Register for Public Comment" and follow prompts).

<https://www.cityofmadison.com/city-hall/committees/lake-monona-waterfront-ad-hoc-committee/7-26-2022>

Thanks again, and we hope to meet with an Field Operations representative tomorrow evening.

Regards,

Mike

**Mike Sturm, LEED AP**

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**From:** Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>

**Sent:** Friday, July 22, 2022 3:11 PM

**To:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>

**Cc:** James Corner <[jcorner@fieldoperations.net](mailto:jcorner@fieldoperations.net)>; Megan Born <[mborn@fieldoperations.net](mailto:mborn@fieldoperations.net)>; Ben Nicholls <[bnicholls@fieldoperations.net](mailto:bnicholls@fieldoperations.net)>

**Subject:** RE: Lake Monona Waterfront Design Challenge

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Thank you, Mike! It is our team that is honored. We are looking forward to next steps and will look at availability to attend next Tuesday's meeting.

Best, Sarah

sarah weidner astheimer  
principal

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**From:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>

**Sent:** Friday, July 22, 2022 3:16 PM

**To:** Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>

**Cc:** James Corner <[jcorner@fieldoperations.net](mailto:jcorner@fieldoperations.net)>; Megan Born <[mborn@fieldoperations.net](mailto:mborn@fieldoperations.net)>; Ben Nicholls <[bnicholls@fieldoperations.net](mailto:bnicholls@fieldoperations.net)>

**Subject:** RE: Lake Monona Waterfront Design Challenge

Hello Sarah,

I'm pleased to inform you the Lake Monona Waterfront Ad-hoc Committee selected your team to participate in the waterfront design challenge. During their session last evening, committee members reviewed the combined scoring for the RFQ proposals and team interviews. The committee approved the scoring results, and James Corner Field Operations, Agency Landscape and Planning, and Sasaki are the three selected teams to proceed in the master plan

competition. The next steps include the City issuing design contracts to lead firms. The contracts will include the project scope of services based on the information provided in the RFQ and the stipend award to prepare a master plan design.

During interviews, several teams expressed interest in an iterative community engagement process during master plan development. Committee members are interested in your thoughts on how this might be incorporated into the design challenge. The committee is meeting via Zoom on the evening of **Tuesday, July 26th at 6 pm CT**, and invites representative(s) from each team to provide their perspective on the overall design challenge process, the proposed public engagement approach, what additional strategies you would deploy if given the opportunity, and how else the design delivery competition could meet your needs within the time and scope identified.

Team representatives will have 15 minutes to speak directly with committee members, and teams are welcome to provide their thoughts in writing if a representative isn't available to attend on the 26th. Please let me know if someone from your group can participate in the committee discussions.

We are incredibly honored and excited to have you committed to this project. We look forward to working with you on this exceptional opportunity.

Regards,

Mike

**Mike Sturm, LEED AP**

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**From:** Megan Born <[mborn@fieldoperations.net](mailto:mborn@fieldoperations.net)>

**Sent:** Wednesday, July 13, 2022 10:48 AM

**To:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>; Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>; Ben Nicholls <[bnicholls@fieldoperations.net](mailto:bnicholls@fieldoperations.net)>

**Cc:** James Corner <[jcorner@fieldoperations.net](mailto:jcorner@fieldoperations.net)>

**Subject:** RE: Lake Monona Waterfront Design Challenge

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Dear Mike,

On behalf of the FO team, I wanted thank you again for inviting us to interview for the Lake Monona Waterfront Challenge. We really enjoyed meeting the Ad Hoc Committee, sharing our work, and answering their questions about our design approach and process.

If you or the committee have any further questions for us please don't hesitate to reach out. We look forward to hearing more concerning next steps soon, and continue to be incredibly excited about the project and opportunity ahead!

Best, Megan

megan born  
james corner field operations  
215-644-3997 x295

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**From:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>

**Sent:** Tuesday, June 28, 2022 5:38 PM

**To:** Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>; Ben Nicholls <[bnicholls@fieldoperations.net](mailto:bnicholls@fieldoperations.net)>

**Cc:** Megan Born <[mborn@fieldoperations.net](mailto:mborn@fieldoperations.net)>

**Subject:** RE: Lake Monona Waterfront Design Challenge

Hi Sarah,

The Lake Monona Waterfront committee finalized its July meeting agendas, and the James Corner Field Operations team interview is scheduled for **Tuesday, July 12 at 6:15 pm CT**.

The 40-minute interview is virtual, and the City will provide a Zoom link prior to the meeting. The format is 5 min. for introductions; 20 min. for the team presentation; 15 min. for Q&A and discussion. Attached are the scored interview questions for your review. Please address the questions during your presentation with the understanding committee members have thoroughly reviewed each team's RFQ proposal. The committee will select three teams to participate in the design challenge based on the combined RFQ and interview scores.

The other teams interviewing include:

- Agency Landscape & Planning
- OLIN
- Sasaki
- SmithGroup

Information on the Ad-hoc Committee is available here: [LMW ad-hoc committee](#)

Please contact me if you have any questions on the interview process.

Regards,

Mike

**Mike Sturm, LEED AP**

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**From:** Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>

**Sent:** Friday, June 24, 2022 4:49 PM

**To:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>; Ben Nicholls <[bnicholls@fieldoperations.net](mailto:bnicholls@fieldoperations.net)>

**Cc:** Megan Born <[mborn@fieldoperations.net](mailto:mborn@fieldoperations.net)>

**Subject:** RE: Lake Monona Waterfront Design Challenge

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Dear Michael,

Thank you! We are honored to be short-listed and look forward to meeting the committee, you, and others from the city at the interview. Unfortunately we have a scheduling challenge and wonder if it might be possible to accommodate our team on July 12<sup>th</sup>. James Corner has a long-standing obligation on the 11<sup>th</sup> that cannot be moved. We would greatly appreciate your consideration.

Thanks again for the fantastic news—a wonderful way to start the weekend.

Best, Sarah

sarah weidner astheimer  
principal

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**From:** Sturm, Michael <[MSturm@cityofmadison.com](mailto:MSturm@cityofmadison.com)>

**Sent:** Friday, June 24, 2022 4:29 PM

**To:** Ben Nicholls <[bnicholls@fieldoperations.net](mailto:bnicholls@fieldoperations.net)>; Sarah Weidner Astheimer <[sarah@fieldoperations.net](mailto:sarah@fieldoperations.net)>

**Subject:** Lake Monona Waterfront Design Challenge

Hello,

Thank you for your team's submission to the Lake Monona Waterfront Request for Qualifications.

The City was fortunate to receive a significant number of applications for the design challenge. The Lake Monona Waterfront Ad-hoc Committee carefully reviewed all team submissions and made final selections for interviews. I'm happy to report your team scored in the top five applicants and is invited to participate in the committee interview process.

Virtual interviews are scheduled for **July 11th and 12th**, beginning at 6:00 pm CT. The committee is finalizing the interview schedule, including standard questions, and this information and corresponding Zoom links will be sent to teams next week. The committee will score interviews independent of the RFQ reviews, and the final team selections will be based on combined RFQ and interview scoring.

The ad-hoc committee looks forward to hearing more about your team and its approach to the Lake Monona Waterfront Design Challenge.

Regards,

Mike

**Mike Sturm, LEED AP**

Landscape Architect  
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