

Sturm, Michael

From: Gina Ford <gina@agencylp.com>
Sent: Tuesday, August 09, 2022 7:00 AM
To: Sturm, Michael
Cc: Allen Arntsen; Brie Hensold; Lake Monona Waterfront Committee
Subject: Re: Lake Monona Waterfront Design Challenge
Attachments: image002.jpg; image004.jpg; image006.jpg; image008.jpg; image010.jpg; image011.jpg; image012.jpg; DRAFT Exhibit A - Scope of Services 08-04-22.pdf; DRAFT - LMW posDesignProf 08-04-22.pdf

Categories: Blue Category

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Michael and Allen,

We have no comments or concerns on this draft scope of services. We thank you for allowing us the opportunity to share our thoughts in advance and very happy to see the final shape of this process.

Looking forward to it,
Gina and the Agency team

Sent from my iPhone

On Aug 4, 2022, at 5:19 PM, Sturm, Michael <MSturm@cityofmadison.com> wrote:

Hi Gina,

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					
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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), 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

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Please consider our environment before printing this email

From: Gina Ford <gina@agencylp.com>
Sent: Monday, August 01, 2022 6:09 PM
To: Sturm, Michael <MSturm@cityofmadison.com>
Cc: Lake Monona Waterfront Committee <LMWCommittee@cityofmadison.com>; Brie Hensold <brie@agencylp.com>
Subject: Re: Lake Monona Waterfront Design Challenge

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Michael,

This is great. We appreciate the flexibility of the committee and the clear timeline and next steps. We look forward to the adjusted process updates.

As you finalize that document, one question for you: We understand that broad community engagement might be limited. If we wanted to talk more casually to individuals in the community (say, a professor at the university with specialized, related knowledge or a public health resource or a local construction expert or craftsman), would that be permitted?

We are excited to begin.

Let us know in the meantime if you need anything further from us.

Best,

Gina

On Mon, Aug 1, 2022 at 5:27 PM Sturm, Michael <MSturm@cityofmadison.com> wrote:

Hi Gina,

I'd like to provide a quick update - the ad-hoc committee is considering a few adjustments to the design challenge scope in response to concerns raised during the team meetings. 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. Further changes might be introduced during the committee discussion on Wednesday.

I'll provide another update later this week.

Regards,

Mike

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From: Sturm, Michael
Sent: Thursday, July 28, 2022 10:51 AM
To: 'Gina Ford' <gina@agencylp.com>
Cc: Lake Monona Waterfront Committee <LMWCommittee@cityofmadison.com>; Brie Hensold <brie@agencylp.com>
Subject: RE: Lake Monona Waterfront Design Challenge

Hi Gina,

Thank you for the additional follow-up to your presentation. Your team's perspective on the design challenge process is greatly appreciated. I shared your correspondence with committee members and will contact you if further information is needed. The committee is tentatively scheduled to meet next week, and I will provide their response as soon as it's available.

Thanks again,

Mike

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From: Gina Ford <gina@agencylp.com>
Sent: Wednesday, July 27, 2022 12:41 PM
To: Sturm, Michael <MSturm@cityofmadison.com>
Cc: Lake Monona Waterfront Committee <LMWCommittee@cityofmadison.com>; Brie Hensold <brie@agencylp.com>
Subject: Re: Lake Monona Waterfront Design Challenge

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Mike,

Thanks for the opportunity to discuss the competition process with the Committee.

Attached are our slides from yesterday, and below is a brief summary of what we shared as on our mind heading into this exciting process:

We appreciate the committee's transparency and have learned a lot about the group's goals through the interview process - some of which shifted our own understanding of your aspirations from our first reading of the brief. This is the great value of in-person dialogue and engagement with a feedback loop - it helps designers understand the priorities.

Some level of thoughtful, measured engagement through the competition process, we believe, will yield more resonant design, surface design inspiration, build more community support and give the committee answers to some of their pressing questions (around equity, inclusion, and experience, most importantly). We offer a process outline for some tactics we might use or recommend in light of this compressed timeline and competition setting.

We are excited and passionate about this opportunity for many reasons we have shared. At the same time, we can see we are unique in the competition - as the only small or WBE business and one that integrates engagement and equity considerations deeply in our design process. The interviews, discussion and scoring revealed to us that the committee already has strong priorities and preferences that may differ than what we offer. In this context, it feels critical to confirm that we will be able to use our team's specific tools and methods to make something authentic to our process - and, more importantly, meaningful and useful to you and the Madison community.

To us, this would mean engagement along the way with:

- the community: via tactics we described or others!
- the committee: could there be one to two touchpoints built into the 14 weeks?
- technical experts: focused discussions for all teams to understand work underway and learn from local expertise and ongoing processes (like the engineering work on John Nolen - of great import to the committee)

We are excited to design and execute a (fast!) process that brings our absolute best work to bear. We look forward to hearing the committee's response and are happy to provide any further clarifying materials or discussion!

Thank you!

Gina

On Fri, Jul 22, 2022 at 3:15 PM Sturm, Michael <MSturm@cityofmadison.com> wrote:

Hello Gina,

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 Agency Landscape and Planning, Sasaki, and James Corner Field Operations 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

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Please consider our environment before printing this email

From: Gina Ford <gina@agencylp.com>

Sent: Wednesday, July 13, 2022 8:00 PM

To: Sturm, Michael <MSturm@cityofmadison.com>

Cc: Lake Monona Waterfront Committee <LMWCommittee@cityofmadison.com>

Subject: Re: Lake Monona Waterfront Design Challenge

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Michael,

Thank you for the opportunity to share a conversation with the Committee on Monday night.

If helpful, you can download the slide deck [here](#).

Good luck with your deliberations and please don't hesitate to reach out if you have any questions for or needs from us.

Best,

Gina

On Thu, Jun 30, 2022 at 12:09 PM Sturm, Michael <MSturm@cityofmadison.com> wrote:

Hi Gina,

Here is a link to the agenda for the **Monday, July 11th, 2022**, Lake Monona Waterfront Committee virtual meeting:

<https://madison.legistar.com/View.ashx?M=A&ID=983605&GUID=4AC015B7-5BD0-4AD6-B993-98E722D58106>

The Agency team interview is item #4, ID# 72308, at **6:15 pm CT**.

Team members must register ahead of time for the virtual meeting so that we can verify identities to admit you. Please follow [this link](#), choose the meeting and select 'Register for Public Comment'. Fill out the required information, and after registering, team members will receive an email link to attend the meeting.

On July 11th, please log in 5 minutes before your scheduled interview to set the appropriate Zoom screen-sharing authorizations. Your team will be admitted into the meeting when your item comes up. Please exit the Zoom meeting after the interview Q&A portion.

If any members of your team plan to call in by phone, please provide their phone number, name, and agency to lmwcommittee@cityofmadison.com.

If you have difficulty registering for the meeting or logging in, please contact the meeting administrator at lmwcomittee@cityofmadison.com.

Thank you,

Mike

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Please consider our environment before printing this email

From: Gina Ford <gina@agencylp.com>
Sent: Tuesday, June 28, 2022 4:59 PM
To: Sturm, Michael <MSturm@cityofmadison.com>
Subject: Re: Lake Monona Waterfront Design Challenge

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Thank you kindly!

Sent from my iPhone

On Jun 28, 2022, at 2:38 PM, Sturm, Michael <MSturm@cityofmadison.com> wrote:

Hi Gina,

The Lake Monona Waterfront committee finalized its July meeting agendas, and the Agency team interview is scheduled for **Monday, July 11 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:

- James Corner Field Operations
- 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

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