

## **2026 Parks and Recreation Master Plan Update RFP Questions and Responses**

**Issued: November 20, 2025**

Question: We wanted to ask for some clarification on this part: Consultant will provide its professional opinions on maximizing the use and development of city parks and parks facilities to the Parks and Recreation Commission to include cohesive branding and signage. Can you explain/provide details of what the city is seeking for this part of the scope, particularly with regard to the branding and signage?

Response: The city is interested in getting opinions from consultants on how to enhance the user experience and increase the number of visitors/users of its parks and parks facilities. We are looking for input on what can be done to improve parks and parks facilities from the consultant's point of view.

Specifically, on branding and signage, the Parks and Recreation Commission is looking for examples and ideas for effective signage. This includes park signage, directional signage to parks, and 'park to park' signage at a conceptual level.

Question: Does the city intend to utilize the existing Parks and Recreation Plan document (MS Word, PDF, etc.) or start from scratch with a new document?

Response: The city does not have a preference.

Question: What does the city like about the current plan and believe works well, and alternatively what does not work well and may need changing?

Response: The survey documentation, public participation documentation, and action plan of the currently adopted plan are valuable parts of the plan.

Question: What does the city envision the role of the stakeholders to be? How should they be involved in the planning process?

Response: The city does not have a predetermined notion of what the role of the stakeholder should be. At a minimum, stakeholders should be contacted, encouraged to participate, and their input solicited and documented. The city is looking for the consultants to make contact with the stakeholders.

Question: Does the city have any specific thoughts/desires for the engagement process? Number and format of meetings, a community survey, etc.?

Response: The public engagement process utilized in the development of the currently adopted plan was very successful. A similar public engagement process is desired.

Question: What does the city anticipate the cohesive branding and signage to entail?

Response: See answer above.

Question: How does the city anticipate Grand Ledge Community Recreation to be involved in this process?

Response: Grand Ledge Community Recreation provides recreation programs for city and community residents. Community Recreation utilizes city parks for programming. At a minimum, a consultant meeting with Community Recreation is required to get an understanding of current and future recreation programming offerings, current and future facility needs, and other input that Community Recreation may have that would benefit the Master Plan update.

Question: Do you have a budget you can share with us?

Response: There is no budget for the Master Plan Update. We are looking for cost-competitive responses to the RFP that provide significant value.

**The responses to additional questions received will be responded to on November 26, 2025.**