

Creative Solutions for Land Planning and Design

Hoisington Koegler Group Inc.



July 24, 2015

Jim Filby Williams
Director – Department of Public Administration
411 W. 1st St., Room 322
Duluth, MN 55802

Re: St. Louis River Estuary National Water Trail Master Plan & National Parks Service Application

Dear Jim:

Thank you for contacting Hoisington Koegler Group Inc. (HKGi) about leading a master planning effort for the St. Louis River Estuary and subsequent application to the National Parks Service for a National Water Trail designation. The combined master planning of both the Minnesota and Wisconsin sides of the river will leverage all the tremendous assets of the St. Louis River Estuary experience, bringing added significance to the potential National Water Trail designation from the National Parks Service. The end result of this effort has the potential to transform the St. Louis River Corridor in West Duluth and greatly enhance the already growing outdoor recreation and tourism economy in the region.

For this effort we have teamed with George Arimond of Arimond Consultants to assist in the specifics of the planning, design, and operational and management strategies for the water trail. Mr. Arimond was Minnesota DNR's first Water Trails Coordinator, managing the state's original Canoe and Boating Route water trails on the state's most scenic rivers. He is an avid paddler, marathon canoe racer, guided in the Boundary Waters during his youth and has traveled thousands of miles by canoe throughout Canada and United States. Currently, he sits on Governor Walker's Lower Wisconsin State Riverway Board and has assumed the leadership role in writing the Strategic Plan for the Riverway Board, bringing a valuable connection with the Wisconsin side of the river. Together, we will work closely with the City of Duluth, Minnesota Land Trust, and all the appropriate agencies and identified stakeholders to create a compelling vision for the master plan that supports a National Water Trail designation.

PROJECT UNDERSTANDING

Two primary objectives of the master planning effort include:

1. Provide a collaborative, inter-agency visioning and planning process to create a significant paddling experience on the St. Louis River Estuary, bringing together both the Minnesota and Wisconsin sides of the river.
2. Complete the application to the National Parks Service for National Water Trail designation for the St. Louis River Estuary.

PROJECT WORK PLAN

We have identified four primary phases within the work plan including a visioning session modeled after the successful St. Louis River Corridor Workshop with the City of Duluth Administration, MN DNR and MN Land Trust. The initial phase will set a strong foundation for the planning effort and begin the relationship building across both sides of the river. The master plan phase will bring the thoughts and ideas from the visioning workshop together in a cohesive and compelling story to leverage in the application to the National Parks Service. Attachment B identifies the anticipated stakeholder groups during the process which includes a Leadership Team (LT) comprised of Minnesota and Wisconsin cities, counties and agencies; a Key Stakeholder Group representing a broad range of paddling user groups; and a Project Resource Group who will provide touch points as needed throughout the process. Our detailed work plan is as follows:

Phase 1 – Project Start-up, Research, Mapping, & Analysis

This initial phase of the project, establishes the lines of communication, confirms project goals and objectives, identifies the schedule, and refines the list of key stakeholders. It also provides the foundation for the master plan with necessary mapping and analysis to best understand issues, identify strengths, understand the physical characteristics of the landscape, and clarify the operational and management structure currently in place today. Key steps include:

1. Project Kick-off Meeting with Leadership Team (LT)
 - Confirm project goals and objectives
 - Confirm schedule
 - Confirm agency and stakeholder engagement approach
2. Data Collection and Background Mapping (both MN & WI) – *Data Collection by City of Duluth Staff, mapping by HKGi*
 - Collect Background Data/ Information (*City of Duluth*)
 - Prepare Base Maps
 - Ownership
 - Topography / Bathymetry
 - Land Cover / Natural Resources
 - Destinations
 - Existing public access points/landings, stop-off point, campsite, vista point
 - Illegal/rogue access points/landings, stop-off point, campsite, vista point
 - Starting points
 - Ending points
 - Travel routes—linear, loops, etc.
 - Develop Preliminary Analysis Maps and Gap Analysis for completing/ integrating water trail
 - Define existing infrastructure and the quality of the infrastructure
 - Determine gaps in the system and or infrastructure
3. Conduct Site Tour (1.5 day session on land and water)
 - Confirm and refine Gap Analysis
 - Compile site photography
4. Conduct Pre-Visioning Workshop Meeting (.5 day session with Leadership Team)
 - Review background and analysis mapping
 - Confirm goals/objectives and key questions to ask at the Visioning Workshop of Stakeholder Group(s)
 - Review “Potential Precedents” presentation

- Review “Trends in Paddling” presentation, examples include:
 - Rise in fishing paddle craft and stand up paddle craft
 - What a National Designation will bring to the St. Louis River Estuary
- Confirm additional questions/ clarifications to be answered with the Project Resource Group

City of Duluth Staff Responsibilities:

- *Coordinating, scheduling of meetings*
- *Collection of all background data based on list generated by HKGi*
- *Assist with on-the ground assessment of existing features*
- *Compile, organize, and map study area photography*
- *Coordinating, scheduling, and supplying transportation for land/ water tour*
- *Coordinating with necessary Project Resource Group constituents on key issues, opportunities, regulations*

Phase 2 – Conduct Visioning Workshop

Similar to the successful two-day St. Louis Riverfront Visioning Workshop, HKGi along with Arimond Consultants will facilitate a brainstorming session with key staff from the Leadership Team and key stakeholders representing a broad spectrum of the paddling community. Together, we will use a variety of techniques to engage all attendees including visual slideshow presentations on precedents and trends, informational boards and around-the-table conversations with large maps and trace paper for graphic notes and collection of the groups design thoughts. We will focus the idea generation and discussion in the morning of the first day and then invite back the stakeholders and Leadership team to review thoughts and ideas centered on the master plan and water trail application needs.

1. Conduct Visioning Session

- Day One
 - Vision Discussion AM (LT, Key Stakeholder Group, any Necessary Project Resource Group constituents)
 - Consultant Team Work Time PM
- Day Two
 - Consultant Team Work Time AM + PM
 - Pin-up Discussion PM (LT, Key Stakeholder Group, any Necessary Project Resource Group constituents)

City of Duluth Staff Responsibilities:

- *Coordinating, scheduling of workshop*
- *Coordinating with necessary Project Resource Group constituents on key issues, opportunities, regulations*

Phase 3 – Create the Master Plan

At the core of the effort will be the creation of a master plan that brings together the Minnesota and Wisconsin sides of the river. Our team will refine the ideas from the visioning workshop in Phase 2 to create a unified vision for the estuary experience. The plan, a similar deliverable to the St. Louis River Corridor Visioning document prepared in December of 2014, will articulate all of the essential elements in creating a successful water trail system and support structure. City of Duluth staff will lead the development of an implementation and maintenance strategy between the two cities and key agencies on both sides of the river that will be incorporated into the master plan. We will develop a draft plan for review with the Leadership Team, circulate for additional agency review and comment, and then we will

review with the Key Stakeholder Group. We will take this feedback and refine the draft into the final master plan document. Core tasks include:

1. Develop a Draft Master Plan
 - Articulate the Vision
 - Inter-agency vision
 - The St. Louis River Estuary Experience
 - Overview of Water Trail programming and support facilities planning
 - Full river corridor mapping of trails, routes, put-in sites, etc.
 - Identification of visitor support services
 - High-level articulation of environmental components
 - Summary of AOC restoration efforts
 - Summary of Aquatic Management Areas
 - High-level articulation of recreational components
 - Camping, birding, fishing, etc.
 - High-level articulation of historical/ cultural components
 - Native American, fur trade/ voyagers, industrialized landscape, etc.
 - *Implementation Strategy (City of Duluth staff lead)*
 - *Guide capital investments*
 - *Develop an inter-agency operations & maintenance strategy*
2. Review with Leadership Team (1 meeting)
 - Review draft document elements with a focus on developing and refining an inter-agency operations and maintenance strategy prioritizing initial capital investments
3. Revise based on Leadership Team comments
4. Circulate to Necessary Resource Group Members for review
5. Revise based on Resource Group Member comments
6. Review with Leadership Team and Key Stakeholder Group (1 meeting)
7. Develop a Final Master Plan Document
8. *Seek Approvals – Present at Parks & Recreation Commission (City of Duluth staff only)*
9. *Seek Approvals – Present at Planning Commission (City of Duluth staff only)*
10. *Seek Approvals – Present at City Council (City of Duluth staff only)*

City of Duluth Staff Responsibilities:

- *Coordinating, scheduling of meetings*
- *Develop guidelines for capital investment*
- *Primary author of inter-agency implementation strategy*
- *Coordinating with Project Resource Group*
- *Coordinating review of draft document and collection, organization of comments from all agencies and stakeholders for refinement to the final draft of the master plan*
- *Present the master plan to the Parks & Recreation Commission, Planning Commission, and City Council*

Phase 4 – Prepare Application to National Parks Service for National Water Trail Designation

The final element of the master planning process is to compile the information from the master plan and align the plan with the application needs of the National Parks Service. The master plan elements from Phase 3 will lead directly into the formal application to the National Parks Service. City of Duluth staff will take on the primary role for this phase. HKGi will provide review of the draft application prepared by City of Duluth staff prior to submission.

FEES

For this effort we will bill our services on an hourly basis for a not-to-exceed amount of **\$55,820** including incidental expenses for mileage, lodging and printing. Hourly rates for HKGi will be per our standard hourly rate schedule provided as Attachment A. In order to reduce costs, travel time will be billed at half of the hourly rate of staff involved.

Arimond Consultant's services will be billed on an hourly basis including incidental expenses for mileage, lodging and printing. Travel is billed at \$70 per hour and field work is billed at \$55 per hour. These rates are reduced from AC's normal rates. The standard consulting hourly rate is \$10 less than AC's normal rate. In addition, AC's travel and field hourly rates are less than half the normal staff hourly rate.

Phase 1	Project Start-up, Research, Mapping, & Analysis	\$16,990
Phase 2	Conduct the Visioning Workshop	\$13,375
Phase 3	Create the Master Plan	\$18,705
Phase 4	Prepare Application to National Parks Service	\$1,270
	Subtotal	\$50,340
	Expenses (mileage, lodging, meals, printing, plotting, etc.)	\$5,480
	Total	\$55,820

Additional Services

In order to supplement the master planning effort and to develop a compelling master plan document, two additional services could be considered. Costs for these additional services are to be determined based on quantity and level of detail.

Low Level Aerial Photography

Key locations for put-in sites, hard to reach areas and special landscape features of the estuary could be enhanced with low level aerial photography, manned or unmanned (drone). This could bring dynamic, detailed imagery to the master plan document and submittal to the National Parks Service and could be used for diagramming and mapping within the master plan document.

GPS & Mobile Device Map Integration

Map the Xperience <http://www.mapthexperience.com> is a digital cartography company who has worked on various water trail projects and would be a valuable resource during the planning effort and for future users of the water trail. The integration of digital trail maps that include launching areas, restroom facilities, number of parking spaces, mile markers, etc. and can be read through an Android or Apple mobile application which can be downloaded through the Map the Xperience website or be found in the Google Play or iTunes store. Once loaded your location will be tracked on the map, and Wifi is not needed making it ideal for smartphone use.

SCHEDULE

HKGi anticipates conducting the planning process over a roughly 5 month timeframe. The Leadership Team and Key Stakeholders' availability will help refine the key dates, but our anticipated schedule is:

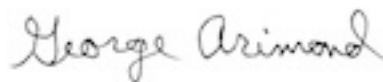
Month 1	Phase 1	Project Start-up, Research, Mapping, & Analysis
Month 1-2	Phase 2	Conduct the Visioning Workshop
Month 2-4	Phase 3	Create the Master Plan
Month 4-5	Phase 4	Prepare Application to National Parks Service

Thank you for the opportunity to submit this proposal. If you have any questions please feel free to contact us, and if you find this proposal acceptable please sign and return and we will consider your signature below as your authorization for us to proceed. We are excited to be a part of the effort, and we look forward to helping the City of Duluth, along with the City of Superior and other management agencies create a world class paddling experience along the St. Louis River Estuary.

Sincerely,



Bryan Harjes, PLA, LEED AP
Vice President
612.252.7124 or bharjes@hkgi.com



George Arimond, Ph.D. & Owner
Arimond Consultants, LLC
608-316-5548 or <mailto:arimondllc@gmail.com>

City of Duluth Representative

Date:

ATTACHMENT A

HOISINGTON KOEGLER GROUP INC.

2014 HOURLY RATES

Principal	\$160-215/hr
Associate	\$110-155/hr
Senior Professional	\$90-155/hr
Professional II	\$80-100/hr
Professional I	\$50-80/hr
Technical	\$40-60/hr
Secretarial	\$55/hr
Litigation Services	\$190/hr
Testimony	\$275/hr

Incidental Expenses:

Mileage	current federal rate/mile
Photocopying BW	15¢/page
Photocopying Color	\$1.00/page
Outside Printing	Actual Cost
Large Format Scanning	Actual Cost
B/W Bond Plots	\$5.00 each
Color Bond Plots	\$20.00 each
Photo Paper Color Plots	\$40.00 each

Attachment B

St. Louis River Estuary Master Plan & National Water Trail Application 6.22.2015

PROJECT STAKEHOLDER GROUPS

To accomplish this effort we propose to use three distinct stakeholder groups to help shepherd the master planning process. A Leadership Team comprised of cities and agencies on both sides of the river will be the primary point of contact and provide project direction. A Key Stakeholder group will target specific paddler types to insure a broad range of interests within the paddling community are being heard. We will also use a Project Resource Group as a sounding board throughout the process to best understand technical issues that may arise and provide feedback on specific aspects of the effort. A summary of these groups is as follows:

Leadership Team:

This is the core project team including key constituents, partners, land and water management agencies.

1. City of Duluth, MN
2. Minnesota Land Trust
3. MN DNR
4. St. Louis County, MN
5. City of Superior, WI
6. Douglas County, WI
7. WI DNR
8. St. Louis River Alliance
9. Duluth Visitors Bureau: 'Visit Duluth'
10. The Chamber and Visitors Bureau – Superior, Douglas County Area
11. National Park Service-- River's, Trails & Conservation Assistance Program Staff Member

Key Stakeholder Group:

The Key Stakeholder Group will include paddling user groups including the Adventure type paddler, Exerciser/competitive paddler, Family/social paddler, Nature paddler, etc. [shown in brackets below]. Each group is distinctive in their paddling needs and desires. Some of these groups are well represented by the Leadership Team. Prior to finalizing, stakeholders representing these paddling groups will need further investigation, with core questions to include:

- Will these Stakeholders properly represent each paddling groups' needs?
 - Do they have regular contact with the paddling groups within their constituency?
1. Leadership Team
 2. Local, river oriented paddle clubs—Canoe, Stand Up Paddle, Kayak [Adventure type paddler]
[Family/social paddler] [Canoe/small boat fisherman][Nature/Birding paddler]
 3. U of MN Duluth-Outdoor Program including a UMD Canoe and Kayak Club [Adventure type paddler] [Exerciser/competitive paddler]
 4. U of WI Superior-Campus Recreation, Superior Adventures [Adventure type paddler]
[Exerciser/competitive paddler]
 5. Retail Paddle Sports Stores and Rental Representative (both MN & WI side of river)

Project Resource Group:

If/ when needed, these groups will have touch points throughout the process and would be fed information from Leadership Team, etc.:

1. Minnesota Canoe Association [Adventure type paddler] [Family/social paddler]
[Exerciser/competitive paddler]
2. Wisconsin Canoe Association [Adventure type paddler] [Family/social paddler]
[Exerciser/competitive paddler]
3. The Nature Conservancy—MN St. Louis Estuary [Nature paddler] [Family/social paddler]
4. Duluth Audubon Society [Nature paddler]
5. Minnesota Sea Grant—St Louis River Quest [Youth & Family/social paddler] [Nature paddler]
6. Retail Paddle Sports Stores and Rental
 - a. Ski Hut
 - b. Mont du Lac Recreation
 - c. Spirit Lake Marina & RV
7. St. Louis County
8. Douglas County
9. Minnesota Power Company
10. Minnesota PCA
11. US EPA
12. US Fish and Wildlife Service
13. US Army Corp of Engineers
14. US Coast Guard
15. USGS
16. US PCA
17. National Oceanic Atmospheric Administration/National Weather Service
18. Fond du Lac Lake Superior Chippewa
19. MN Historical Society
20. WI Historical Society