



## JEFFERSON COUNTY

### PARKS DEPARTMENT

311 South Center Ave

Jefferson, WI 53549

920-674-7260

[www.jeffersoncountywi.gov/parks](http://www.jeffersoncountywi.gov/parks)

[jeffcoparks@jeffersoncountywi.gov](mailto:jeffcoparks@jeffersoncountywi.gov)



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## Request for Proposals

### Park and Outdoor Recreation Plan Update

Jefferson County Parks Department

**Date:** September 8<sup>th</sup>, 2025

### Introduction

The Jefferson County Parks Department is seeking proposals from qualified planning and design firms to assist in the development of an updated "Park and Outdoor Recreation Plan." This updated plan will be a comprehensive guide for managing and improving the County's parklands, trails, and recreational resources for the next 5 years and beyond. The selected firm will work closely with Jefferson County staff, public officials, and stakeholders to review and refine the current plan that reflects both current needs and future visions for parkland development, maintenance needs, future acquisitions, and resource management.

### Objectives of the Project

- To review and update the existing [Park, Recreation, and Open Space Plan](#), building on previous plans while integrating new park assets, resources, and initiatives.
- To reaffirm the long-term vision for the development, improvement, and maintenance of Jefferson County's parks and open spaces, in alignment with community needs, emerging recreational trends, budget constraints, and environmental considerations.
- To incorporate flood mitigation properties within the County into the updated plan, assessing management strategies and the potential need for further development and maintenance.
- To create a 5-year capital improvements plan for the park system, with clear prioritization and action steps.
- To evaluate current maintenance standards and staffing level recommendations for future planning and budgeting.
- The new Park and Outdoor Recreation Plan will align with the County's 2020 Comprehensive Plan and the 2023-2033 Strategic Plan, incorporating various priorities



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and development recommendations, while also reflecting identified priorities from the Wisconsin Statewide Comprehensive Outdoor Recreation Plan.

### Scope of Work

The firm selected will be responsible for providing the following services:

**1. Assessment and Review of Current Resources:**

- Initial kickoff meetings with parks staff to assess update needs, schedule public meetings, develop project timelines and schedules.
- Conduct an in-depth review of the County's current parks, trails, and open spaces, including facilities, amenities, accomplishments, and existing management practices.
- Identify and catalog all new assets and resources since the last plan update.

**2. Public and Stakeholder Engagement:**

- Host and facilitate a minimum of 4 public meetings to solicit input from both internal and external customers, including park users, community partners, stakeholders, staff, and elected officials.
  - 1. One meeting with parks staff.
  - 2. One meeting with County elected officials and other county department and municipal representatives.
  - 3. Two community-based sessions spread out at two communities in the county to include direct invitations to our Friends Groups, local NGOs and other partner agencies.
- Create an online survey to help collect public input on plan direction and assessment of County Park resources and quality of services.
- Develop strategies to ensure that all voices are heard, and that the public feedback is adequately incorporated into the plan.

**3. Development of the Updated Plan:**

- Provide a comprehensive updated Park and Outdoor Recreation Plan that addresses the current and future needs of the County including recreational facility upgrades, parkland acquisition, land management strategies, policy priorities, and planning for emerging trends in outdoor recreation.
- Develop a prioritized, actionable 5-year capital improvement plan for parks and trails, based on input from the public, County departments, and elected officials.
- Create a separate inset of the plan for a publishable County Wide Park and Recreation Map resource that accompanies the plan.



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#### 4. Final Report and Presentation:

- Prepare a final draft report documenting the planning process, public input, proposed improvements, and the capital improvement plan to park staff and present to the Parks Committee for review.
- The final report should follow the outline of the previous Park and Outdoor Recreation plans in format and content covered and include a print ready county park map for publication and distribution as part of the plans final draft.
- Present the final plan to the County's Parks Department, Parks Committee, elected officials, and other stakeholders for approval.

### Deliverables

- Facilitated internal and external meetings to provide meaningful reflection and dialogue about updates to the plans content.
- An updated Park and Outdoor Recreation Plan that follows a similar format as the previous plan and builds on its context.
- Include section on emerging recreational trends, priority projects, and recommendations for nature-based park systems.
- A 5-year capital improvement plan that outlines immediate and long-term park development projects, with cost estimates, timelines, and prioritization.
- Create a new section addressing the management needs and recreational potential of the County's flood mitigation properties as part of the larger park system.
- An updated summary report of public input and stakeholder feedback.
- A print ready foldable double sided park system map with recreation resource index, individual park maps for the counties conservation parks with assets and trails, and other important regional recreation opportunities included.
- 20 copies of the final draft and a final presentation to Jefferson County Parks Department and elected officials.

### Qualifications & Experience

The firm submitting the proposal must demonstrate:

- Proven experience in the development of Park and Outdoor Recreation Plans or similar comprehensive planning projects for government or public agencies.
- Knowledge and expertise in parkland management, trail development, recreational planning, flood mitigation strategies, and community engagement.
- The ability to work collaboratively with local governments, stakeholders, and the public to develop actionable plans.



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- A team with relevant qualifications, including landscape architects, urban planners, environmental consultants, and public engagement specialists.

## Proposal Requirements

All proposals should include the following information:

- 1. Firm Qualifications:**
  - Overview of the firm's qualifications and experience, specifically in the areas of park and outdoor recreation planning.
  - A description of the firm's history and relevant projects, especially similar planning efforts.
- 2. Proposed Project Team:**
  - Names, qualifications, and experience of the key staff members who will be assigned to the project.
  - A brief summary of their roles and responsibilities during the project.
- 3. Experience with Similar Projects:**
  - Examples of similar park and open space planning projects completed by the firm.
  - Contact information for references who can speak to the firm's qualifications and previous work from the last 2 years.
- 4. Public Engagement Strategy:**
  - Detailed approach for facilitating public input, including the number and types of public meetings, methods for outreach, and a timeline for engagement activities.
- 5. Proposed Timeline:**
  - A detailed timeline that includes all major tasks, milestones, and deliverables, starting from the project's first meeting with Parks Staff to the final plan submission and presentation.
- 6. Budget and Fee Structure:**
  - A detailed budget proposal, including a breakdown of costs for each phase of the project.
  - Any additional expenses, including travel and materials, should be clearly outlined.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Firm qualifications and relevant experience.
2. Proposed approach to the planning process, including public engagement.
3. Demonstrated ability to complete similar projects on time and within budget.



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4. Experience of the proposed team members and their expertise on similar projects.
5. Demonstrated knowledge of the Jefferson County area and its opportunities and challenges.
6. Proposed timeline and budget, including a clear breakdown of costs.

### Submission Deadline

Proposals must be submitted no later than **3:00 PM (local time) on Friday September 26th.** Late proposals will not be considered.

### Submission Instructions

Each firm must submit two full copies in an opaque envelope and either hand delivered or mailed to: Jefferson County Parks Department, 311 South Center Ave, Jefferson, WI 53549. Electronic Copies will not be considered.

For any questions or clarifications regarding this RFP, please contact:

**Contact Person:** Kevin Wiesmann

**Email:** [kevinw@jeffersoncountywi.gov](mailto:kevinw@jeffersoncountywi.gov)

**Phone:** 920-674-7261

**Interviews** may be required of selected finalists at the respondents expense. However, an award may be made without discussion with the respondents. Therefore, respondents are cautioned that proposals should be submitted initially on the most favorable terms, from both a technical and cost standpoint.

**Evaluation and Award** will be done in accordance with the criteria listed above. Award will be made to a responsive, responsible vendor whose proposal is determined to be the most advantageous to the County in the County's sole discretion, taking into consideration past performance, availability, proposed deliverables, and price.

**Jefferson County reserves the right to accept or reject** any or all proposals and to waive any informality in proposals if Jefferson County determines that doing so is in its best interest. No vendor will be provided with financial and/or competitive vendor information on this proposal until after the award of contract has been made. To the extent possible, it is the intention of Jefferson County to withhold the contents of the proposal from public view until such times as competitive or bargaining reasons no longer require non-disclosure, in the opinion of Jefferson County. At that time, all proposals will be available for review in accordance with the Wisconsin Open Records Law. Jefferson County shall not be held liable for any claims arising from disclosure it determines is required under the Wisconsin Open Records Law.



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**Taxes:** Jefferson County and its departments are exempt from payment of all federal tax and Wisconsin state and local taxes on its purchases except Wisconsin excise taxes.

This contract shall be subject to the laws of the State of Wisconsin. In connection with the performance of work under this contract, the contractor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in s. 51.01(5), Stats., sexual orientation as defined in s.111.32(13m), WI Stats, national origin, or any other class protected under federal, state or local law.

Jefferson County is an Equal Opportunity Employer.

This RFP does not commit the County to pay any costs incurred in the preparation of a response to this request or to procure or contract for services or supplies. The Jefferson County reserves the right to accept or reject any or all proposals received as a result of this request, request additional information, waive minor irregularities in the procedure, negotiate with any qualified source, or to cancel this RFP in part or in its entirety.

We look forward to receiving your proposal and appreciate your interest in working with Jefferson County on this important project.

Sincerely,  
Kevin Wiesmann  
Parks Department Director  
Jefferson County Parks Department