

Michael Baker

INTERNATIONAL

Project Scoping Memorandum

To:	Jorge Gastelum, Development Services Director/ City Engineer - City of El Mirage	Date:	September 16, 2022
From:	Matt Klyszeiko, AICP Michael Baker International matthewk@mbakerintl.com 602.798.7513	Project:	City of El Mirage– Downtown Revitalization Strategy

Subject: Downtown Revitalization Plan – Project Scope & Fee

PROJECT SCOPE

Project Description

The City of El Mirage is seeking to develop a Downtown Revitalization Plan that will act as a resource to guide planning and economic development decisions within this vital area of the City. The goal of this Plan is to develop strategies to target revitalization of housing and commercial properties within the El Mirage Downtown area.

The Revitalization plan will be compliant and not propose changes to the existing General Plan, Zoning Ordinance, Building code, or other municipal ordinances. New funding methodologies, land acquisition or resident relocation will not be recommended.

The City's approximate timeline for this scope is identified as follows, but may be subject to change:

- A. Notice to Proceed (NTP) in October 2022.
- B. Finalize research and analysis findings by January 2023.
- C. Creation of Draft Revitalization Plan by April 2023.
- D. Final Documents delivered by June 2023.

Component I: Project Initiation & Input

Task 1.1: Meeting with City Staff. An onsite meeting with City of El Mirage Economic Development Manager will be scheduled within two weeks of contract commencement. Objective of the meeting will be to tour the study area, discuss the project, receive input, and develop project protocol. The City shall provide pertinent information relating to the vision and strategy process including but not limited to:

- Identify various planning efforts underway that are currently in progress as well as planned for the future in the study area and/or with the sphere of influence of downtown.
- Listing of the current businesses in the study area and an overview of incentives and tools used to attract and retain business, list of any events or promotions that are held annually in the area, and how the City promotes the overall area (website, social media, etc.)
- Identification of other key stakeholders, partners and leaders that should be contacted during the planning process.

This Task shall also provide for general project management consisting of client and consultant meetings to review and discuss project process.

Component II: State of Condition Report

Task 2.1 Review Studies, Plans and Reports. The City shall provide (electronically or internet link) current or past plans, studies, and reports that are pertinent to the project. This could include other strategic plans, market studies, General Plan update, capital improvement plans, redevelopment plans, workforce development plans, tourism plans, marketing materials and other relevant studies. These findings, combined with previous and current independent research and the input from the community outreach will serve as the basis for understanding of the study area and its strategic assets, weaknesses, and opportunities.

Task 2.2: Background Commercial & Residential Analysis, Inventory and Evaluation of Existing Conditions. A desktop inventory of existing commercial and residential conditions in the study area and a review and summary of pertinent background information will be completed by the consultant team. The existing conditions analysis will review major demographic, property status and housing characteristics in the study area. Trends in areas such as population age, ethnicity, and income along with business classification, tenure, household type and size, total numbers of units, and housing affordability will be documented. Additional information on the local retail and housing stock will be considered based on availability (i.e. price, appreciation, affordability, age, condition, vacancy rates). The assessment will also consider land development status in relation to residential development (i.e. zoning, lot size, density, development standards and permitting processes).

Deliverable: State of Condition Report

Component III: Public Outreach Program

Task 3.1: Community Meetings: During the course of the project, two in-person community meetings will be held in order to maximize project exposure and provide residents, business owners and property owners (especially those who live in or near the study area) an opportunity to participate. The specific timing and outreach method for each meeting will be finalized during the course of the project, but could be structured to identify potential opportunities and constraints of the study area (meeting #1), and a second to be held at the draft strategy stage to vet plan recommendations (meeting #2) before the formal Council presentation/acceptance process. Michael Baker will assist with preparing meeting presentation material (i.e. PowerPoint presentation) and assist in facilitation of the meeting and responding to questions or comments.

Task 3.2: Online Surveys: Utilizing SurveyMonkey, the consultant team working closely with City staff to create online surveys to be used at key milestones during the project process. These surveys will be used to collect data regarding the project from residents, businesses and/or, stakeholders that is convenient for them to participate.

Task 3.3: Stakeholder Interviews/Small Group Discussions: Individual and small group discussions will be conducted with key stakeholders, formal and informal leadership and partners to provide ideas or feedback on specific topics, issues or final strategies.

Task 3.4: Website & Social Media. During the course of this process, the use of El Mirage's current website and social media presence to inform residents of any public meetings, events, project status updates, and milestones will also be used.

(NOTE: See Task 6.1 Owner Initiated Tasks, for additional public outreach options to be used as needed)

Deliverables: Preparation of outreach materials including agendas and presentations as well as summary of survey findings and meeting summaries (electronic)

Component IV: Confirmation of Vision & Revitalization Strategies

Task 4.1: Preparation of Draft Vision and Downtown Commercial/Residential Revitalization Strategy.

Based on the analysis in Task 2.2 and information gathered through the public outreach and involvement efforts, the consultant team will prepare a draft Vision and Downtown Commercial/Residential Revitalization Strategy that includes vision statement, mission, five-year goals, objectives and immediate actions or next steps. The consultant will also work with El Mirage staff to identify specific strategies and tools designed to stimulate the development of desired retail and housing, and to preserve and rehabilitate existing development. The strategies will consider policies that increase land use efficiency and increase diversity of uses, experiences and housing types. Considerations for implementing each strategy will also be provided including financing, grants, regulatory and/or physical improvements. Strategies will then be organized according to immediate, medium, and long-range actions.

Task 4.2: Draft Vision Poster. The consultant will also prepare a draft “Vision” poster for Downtown El Mirage. The Vision Poster will outline the study areas, vision statement and mission for the revitalization of downtown, state the goals, objectives and action steps and include any visual and/or beautification elements shared over the course of the public outreach process as well as those elements that may be in progress.

Deliverable: Draft Downtown Revitalization Strategy and Vision Poster

Component V: Revitalization Plan

Task 5.1: Final Vision Poster and Downtown Revitalization Plan. Consultant will present the final vision poster and strategies to the identified key stakeholder groups and staff for final feedback. Following staff review and comment, the Consultant will present address final edits and prepare the document for Council consideration. The consultant will attend all City meetings that are necessary for final approval supporting the Economic Development Manager and addressing any questions or feedback offered by attendees.

Deliverable: Within two weeks of final approval, consultant will provide the City with an electronic version of the Final Vision Poster ready for duplication.

Component VI: Supplementary Services

Task 6.1: Owner Initiated Tasks. To give staff the flexibility to apply additional resources to strategically address unexpected requests or opportunities that arise during the revitalization planning process, this Task sets-aside funds to be used only as needed and only when specifically directed by staff in writing. Specific Task efforts may include, but are not limited to:

- **“Go to Them” Mobile Studios:** Pop-up booth/workshop will be deployed at either a popular location in El Mirage or during an event such as the Fall Harvest Festival and Winterfest. The goal of the mobile studio is to attract participation from a cross-section of citizens and stakeholders, including those typically not involved in planning efforts.

- **Translation Services.** Consultant team members will provide translation services for select public meetings and any print materials created over the course of the project as requested by the City.

Client Assistance

The consultant team will rely on City of El Mirage staff to provide the following assistance:

- Provide applicable plans, reports, documents and other materials requested electronically, internet link, or in hard copy format.
- Assist in planning and promoting for all community meetings by hosting and notifying participants.
- Distribute SurveyMonkey information and link.
- Identify formal and informal leadership stakeholders to interview, and others as needed.
- Distribute work products and be the point of contact or funnel for all feedback.

PROJECT FEE

Component/Task	Fee
<i>Component I: Project Initiation</i>	\$7,500.00
<i>Component II: State of Condition Report</i>	\$14,200.00
<i>Component III: Public Outreach Program</i>	\$12,350.00
<i>Component IV: Confirmation of Vision & Revitalization Strategies</i>	\$22,500.00
<i>Component V: Revitalization Plan</i>	\$5,500.00
<i>Component VI: Supplementary Services</i>	\$8,000.00
<i>Reimbursables</i>	\$1,650.00
<i>Total Fee Proposal</i>	\$71,700.00