

September 22, 2025

Mr. Jorge Gastelum, PE
Development Services Director/City Engineer
City of El Mirage
10000 N El Mirage Road
El Mirage, AZ 85335

RE: Neighborhood Revitalization Strategies – MBI Scope and Fee (REVISED)

Dear Mr. Gastelum:

The City of El Mirage has set an ambitious goal to strengthen downtown as the cultural, civic, and economic heart of the community. Building from the 2023 Downtown Revitalization Plan and previous investment in gateway signage, the Neighborhood Revitalization Strategies project is the next step in defining a clear identity for El Mirage, enhancing wayfinding systems, and reinforcing the community's sense of place.

Michael Baker International will guide this process by combining community-driven branding with a practical, phased approach to wayfinding. Recognizing budget constraints, the scope is intentionally designed to be efficient, scalable, and flexible. Please feel free to call me at your convenience should you have any questions or wish to discuss this proposal in further detail. I can be reached directly at 602.798.7513 / 480.250.6829 or at matthewk@mbakerintl.com.

Sincerely,

MICHAEL BAKER INTERNATIONAL, INC.



Matthew Klyszeiko
Department Manager – Planning

Attachment A: Scope of Work
Attachment B: Project Budget

ATTACHMENT A

SCOPE OF WORK (SOW)

PHASE 1: PROJECT MANAGEMENT

- **Task 1.1: Project Coordination** – Facilitate monthly coordination meetings with City staff to discuss project process and organize public events.

PHASE 2: DISCOVERY & ENGAGEMENT

Goal: Build the foundation by gathering community insights and documenting existing conditions.

This phase establishes the foundation for the implementation plan refinement and branding and wayfinding efforts. The goal is to understand, on a deeper level than the broad vision established through prior planning efforts, how El Mirage residents and stakeholders see their community today, and what they want downtown to represent in the future. Engagement will focus on creative, low-cost tools like online surveys, pop-up workshops, and story-gathering discussions that capture both the assets and challenges of El Mirage. The approach emphasizes accessibility: visual tools, and intercept-style outreach so participation is easy for everyone. Findings will be synthesized into select implementation actions, neighborhood “character stories” and mapped destinations that highlight where wayfinding is most needed.

- **Task 2.1: Community Discovery** – Project kick-off, Community Survey, and outreach graphics. The community survey will be conducted and hosted via Michael Baker’s survey monkey account. Staff will be responsible for assisting in informing the public of the survey availability.
- **Task 2.2: Community Engagement** – Program and facilitate up to 2 community meetings (e.g. general public), up to 2 stakeholder group meetings (e.g. voluntary group of residents, property, and business owners), and up to 2 pop-up workshops to be held in tandem with scheduled community-wide special events. Announcements/invitations to all meetings (community meetings, stakeholder meetings, and pop-up events) will be drafted and organized by Michael Baker staff. As the primary point of contact, El Mirage staff will facilitate distribution of meeting announcements/information supplied by Michael Baker.
- **Task 2.3: Asset & Attribute Mapping** – Preliminary mapping of Google Earth destinations and existing signage inventory, as well as review of existing marketing materials.
- **Task 2.4: Neighborhood Character Stories** – Share narratives and visuals derived from Task 2.2 for select neighborhoods.

PHASE 3: PROGRAMMING & STRATEGY DEVELOPMENT

Goal: Translate community insights into an organized plan of implementation actions, alternative design concepts for branding, and wayfinding plan.

This phase translates community insights into a formal action plan and design concepts that residents can react to and refine. The objective is to organize the existing implementation actions into a cohesive plan and pair Downtown brand options (logos, taglines, palettes) with corresponding wayfinding concepts (sign

families, colors, typography), so people can evaluate complete systems rather than isolated elements. Consequently, the individual tasks within this phase will be conducted in tandem with select tasks outlined in other phases. For example, two brand/wayfinding options will be developed under this Phase and presented side-by-side, tested through dot-voting, online surveys, and visual boards conducted as part of Phase 2. By combining branding and wayfinding into one review, the process ensures that the eventual brand is legible, inclusive, and scalable across both communications and the physical environment.

- **Task 3.1: Draft Implementation Plan** - Work with City staff to incorporate recommendations from existing and developing documents and programs into a cohesive appendix to the existing downtown plan. The appendix shall include timelines and cost analysis for the current plan, linking targeted funding opportunities with each strategy.
- **Task 3.2: Downtown Brand Development** - Two logo/tagline options, preliminary brand palette and standards.
- **Task 3.3: Wayfinding Design Concepts** - Two families of signs tied to brand options, unit costs, location strategy.
- **Task 3.4: Public Voting Package** - Boards, dot-voting, survey integration for review of branding and wayfinding options.

PHASE 4: REFINEMENT & DELIVERY

Goal: Consolidate chosen concepts into final deliverables and implementation tools.

This phase focuses on consolidation and practicality. The goal is to refine the final implementation plan and the chosen brand and wayfinding palette into clear, usable deliverables: an **Implementation Plan**, a **Branding Guide** with standards and neighborhood character stories, and a **Wayfinding Implementation Plan** with sign concepts, unit costs, and placement strategies.

- **Task 4.1: Final Implementation Plan** - Provide a final appendix to the original downtown plan, derived from identified strategies and community engagement completed in Phase 2 & 3.
- **Task 4.2: Final Branding Guide** - Refined Downtown brand and tagline, standards, neighborhood character stories
- **Task 4.3: Wayfinding Implementation Plan** - Sign concepts, costs, quantities, preliminary locations
- **Task 4.4: Small Business Façade Program** - Outline potential funding sources and organizational structure for a Small Business Façade Improvement Program that doesn't interfere with Arizona Revised Statutes.
- **Task 4.5: City Council Meeting** – Assist staff with presenting project deliverables to the City Council at one public meeting.

OPTIONAL PHASE 4 TASK (NOT INCLUDED IN TOTAL FEE): If additional budget allows, this phase can also culminate in a celebratory community event where the brand and signage designs are unveiled through displays, interactive activities, and small branded giveaways that transform the plan into a shared community identity.

ATTACHMENT B

PROJECT BUDGET

Associated fees do not include any scope items identified as “Optional”. Optional tasks may be facilitated via separately negotiated scope and fee proposals.

Project Budget	Total Fee
Project Phases	
Phase 1 – Project Management	
Task 1.1: Project Coordination	\$3,380
Phase 2 – Discovery & Engagement	
Task 2.1: Community Discovery	\$7,535
Task 2.2: Community Engagement	\$21,080
Task 2.3: Asset & Attribute Mapping	\$6,675
Task 2.4: Neighborhood Character Stories	\$5,250
Phase 3 – Programming & Strategy Development	
Task 3.1: Draft Implementation Plan	\$11,980
Task 3.2: Downtown Brand Development	\$7,000
Task 3.3: Wayfinding Design Concepts	\$7,875
Task 3.4: Public Voting Package	\$5,355
Phase 4 – Refinement & Delivery	
Task 4.1: Final Implementation Plan	\$6,465
Task 4.2: Final Branding Guide	\$4,375
Task 4.3: Wayfinding Implementation Plan	\$4,375
Task 4.4: Small Business Façade Program	\$5,235
Task 4.5: City Council Meeting	\$1,395
Subtotal	\$97,975
Reimbursable/Ancillary Services (mileage, reprographics, public meeting materials, etc.)	\$2,025
Lump Sum	\$100,000