

BRUCE JACOBSON
Landscape Architect

PROPOSAL + SCOPE OF SERVICES

Project: Ramsey Park + Trail System Plan (Park System Plan)

Client: City of Ramsey

Primary Consultant: Bruce Jacobson (Project Number: BJLArch 17-0125)

Sub-Consultant: LHB (project number 170076)

Date: 2/22/2017

OVERVIEW

The City of Ramsey, through Mark Riverblood, their Parks and Public Works Assistant Superintendent, invited Bruce Jacobson to submit this proposal to provide Landscape Architectural consulting services in support of city efforts to create a new 'Park System Plan'. Based on several recent meetings with Mark, Tim Gladhill (Ramsey Community Development Director), and Breanne Rothstein (WSB Engineers), we have organized the work plan into three primary Phases:

- Phase one – **Convene** (City Staff Download)
- Phase Two – **Explore** (Opportunities + Barriers + Benefits)
- Phase Three – **Report** (Final Plan Document + Project Deliverables)

We acknowledge that this will be a collaborative process involving multiple consultants, City Staff/Department Heads, city leadership, public input and other key stakeholders. We will participate in regularly scheduled progress update/project coordination meetings with the Comprehensive Plan Team throughout this process. Bruce will again work with the LHB Landscape Architecture Studio. LHB's recent work on the Ramsey COR Parks + Public Places document, along with a portfolio of similar project experience makes them a valuable addition to the Consultant Team.

SCOPE OF SERVICES

Bruce, and LHB, will facilitate a series of Milestone Workshops with Mark Riverblood, and other City Department Leaders (as needed and directed by Mark). These important meetings will provide crucial touch-points for exchange of information, testing ideas, detailed critique and overall project direction. We will proceed according to the tasks, meetings and deliverables outlined in the following Work Plan:

Phase One – Convene (City Staff Download)

Task 1 – Getting Started . . . organize existing information

- Review/clarify Work Plan, schedule and other project admin topics
- Review current Comprehensive Plan, planning documents, related code/policy information
- Review study area base map (data layers)
- Review proposed City Recreational Districts Map

DELIVERABLES: Kick-off meeting Agenda and meeting notes (BRUCE/MARK)

Project scope, schedule, and fee (BRUCE/MARK)

Project contact list (BRUCE/MARK)

Data request letter (LHB)

Dropbox file with organized data (LHB/CLIENT)

CLIENT ROLE: Participate in kick-off meeting

Provide requested materials in advance of meeting

Task 2 – The Ramsey Park System . . . revisit vision + objectives

- Review current Park and Recreation documents
- Consider potential revisions/refinements to vision and objectives
- Consider other aspirations, goals, themes that may inform this process

DELIVERABLES: Vision and Framework Statement Draft (BRUCE/MARK)

CLIENT ROLE: Review deliverables (one round of review and revision)

Task 3 – Existing Assets . . . describe programs + amenities

- Review detailed inventory of physical places (trail info provided by WSB – Transportation Scope)
- Review detailed inventory of programs and activities (sports, recreation, clubs)
- Review potential gaps, missing pieces, additional needs and wants (baseline info by others)
- Facilitate discussion to define priorities, probable phasing/sequence of potential improvements

DELIVERABLES: Facility Inventory GIS map/spreadsheet (MARK)

Facility Inventory spreadsheet (MARK)

Gap analysis (BRUCE/LHB)

CLIENT ROLE: Assemble GIS/spreadsheet information via this or a separate process

Review deliverables (one round of review and revision)

Task 4 – Planned Projects . . . review work in progress

- Review proposed park and trail improvement projects (trail info provided by WSB)
- Review proposed development projects
- Review proposed infrastructure projects (stormwater, utilities, streets)

DELIVERABLES: Review of related plans memo (BRUCE/MARK)

CLIENT ROLE: Review deliverables (one round of review and revision)

Task 5 – Community Input . . . define expectations + approach

- Review past outreach efforts and results (pros and cons assessment)
- Prepare (or refine existing) ‘Communications Plan’ and participant list (County, Met Council)
- Outline community engagement events, venues, schedule

DELIVERABLES: Stakeholder Engagement Strategy memo (LHB/BRUCE/MARK)

CLIENT ROLE: Participate in a stakeholder engagement planning meeting/phone calls

Review Strategy (one round of review and revision)

Task 6 – Precedent Research . . . collect + catalog resource library

- Provide range of comparable City Park System Plans for review
- Focus research on HOW; specific approaches, financing models, partnerships

DELIVERABLES: Precedents memo (BRUCE/MARK)

CLIENT ROLE: Review Deliverable (one round of review and revision)

Phase One Meetings: 1 Consultant Team; 1 City Staff Workshop; Focus Outreach (tbd); 1 Public Event

Phase One Deliverables: City Staff Download Summary; Communication Plan; Precedent Library

Phase Two – Explore (Opportunities + Barriers + Benefits)

Task 7 – System Plan Alternatives . . . pull it apart + put it back together again

- Select three (minimum) examples from precedent research library for further study
- Evaluate strengths and weaknesses of each example; begin to synthesize into one approach
- Prepare outline of System Plan graphics package (maps, diagrams, character sketches, photos)
- Prepare outline of narrative descriptions and other required text (captions, sidebars, appendix)

- Provide draft System Plan Implementation Matrix outlining categories such as: physical improvements, program expansion, objectives met, land acquisition, infrastructure needs, schedule, costs, policy issues, partnerships, roles and responsibilities
- Evaluate Implementation Matrix in terms of opportunities/priorities, barriers and benefits
- Prepare white-paper summary of conclusions and recommendations

DELIVERABLES: Precedents memo update (BRUCE/MARK)

Plan outline (BRUCE/MARK)

Implementation matrix (BRUCE/MARK)

White paper summary (BRUCE/MARK)

CLIENT ROLE: Review Deliverable (one round of review and revision)

Task 8 – Economic Evaluation . . . clarify benefits + sources + uses

- Prepare baseline (not detailed) understanding of park and trail value-added
- Cite existing studies/reports (such as Trust for Public Land) to support positions/issues
- Cite precedent research illustrating financial models, funding strategies, life-cycle costs
- Prepare summary cost evaluation with focus on level of treatment, budgets, FTEs needed, etc.

DELIVERABLES: White paper summary (BRUCE/MARK)

CLIENT ROLE: Review Deliverable (one round of review and revision)

Task 9 – Ongoing Outreach . . . engage feedback sources

- Prepare outreach tools including presentation materials (see Stakeholder Engagement Strategy)
- Help install, monitor and catalog input results (see Stakeholder Engagement Strategy)
- Provide community meeting support/facilitation as requested (clarify participant list)

DELIVERABLES: Meeting agendas and materials (BRUCE/MARK)

Specific graphics or text for meetings (LHB)

Conduct meetings (BRUCE/MARK)

Provide formatted meeting notes (BRUCE)

Intercept boards (LHB)

Questions for online survey (LHB/MARK)

Summaries of input (LHB)

CLIENT ROLE: Schedule, locate, and invite attendees

Participate in meetings (lead welcome/introduction)

Notification for survey

Staff Intercept boards

Review deliverables (one round of review and revision)

Task 10 – Preferred Direction . . . describe + illustrate components

- Continue Systems Plan refinements; clarify/characterize system components
- Prepare draft System Plan graphics package (maps, diagrams, character sketches, photos)
- Prepare draft narrative descriptions and other required text (captions, sidebars, appendix)
- Refine draft System Plan Implementation Matrix including priorities, barriers and benefits

DELIVERABLES: Master plan graphic (LHB)

Master plan narrative (BRUCE/MARK/LHB)

Supporting graphics (BRUCE/LHB)

Implementation matrix update (BRUCE/MARK)

CLIENT ROLE: Review deliverables (one round of review and revision)

Task 11 – Organize Document . . . refine table of contents

- Define (story board) format/style, organization and content
- Assemble the pieces (narrative and graphics) to confirm preferred Systems Plan direction

DELIVERABLES: Document template/storyboard (LHB)
Assembly of narrative and graphics (LHB)

CLIENT ROLE: Review deliverables (one round of review and revision)

Phase Two Meetings: 2 Consultant Team; 2 City Staff Workshops; Focus Outreach (tbd); 2 Public Events

Phase Two Deliverables: Economic Evaluation Summary; Preferred System Plan Approach (outline);
Implementation Matrix with Summary Evaluation

Phase Three – Report (Final Plan Document + Project Deliverables)

Task 11 – Preliminary Park System Plan . . . prepare first draft + support materials

- Revise plan components based on review comments and community input
- Refine overall plan document; produce first draft Park System Plan

DELIVERABLES: Draft report (LHB)

CLIENT ROLE: Review deliverables (one round of review and revision)

Task 12 – Primary Stakeholder Review . . . re-evaluate + refine + direct

- Present Preliminary Park System Plan to primary stakeholders
- Facilitate review session with city leadership and other decision-makers (as directed)
- Facilitate focus roundtable discussion to identify and address questions and concerns

DELIVERABLES: Meeting agendas and materials (BRUCE/MARK)
Specific graphics or text for meetings (LHB)
Conduct meetings (BRUCE/MARK)
Provide formatted meeting notes (BRUCE)

CLIENT ROLE: Schedule, locate, and invite attendees
Participate in meetings (lead welcome/introduction)
Review deliverables (one round of review and revision)

Task 13 – Follow Up Outreach . . . engage feedback sources

- Present Preliminary Park System Plan at Community Open House (or similar event)
- Facilitate focus roundtables to address specific issues or concerns

DELIVERABLES: Meeting agendas and materials (BRUCE/MARK)
Specific graphics or text for meetings (LHB)
Conduct meetings (BRUCE/MARK)
Provide formatted meeting notes (BRUCE)

CLIENT ROLE: Schedule, locate, and invite attendees
Participate in meetings (lead welcome/introduction)
Review deliverables (one round of review and revision)

Task 14 – Final Park System Plan . . . prepare final draft + support materials

- Refine Preliminary Draft Park System Plan based on review comments and community input
- Prepare Final Draft Park System Plan and catalog all project/process support materials
- Facilitate workshop to discuss integration with Capital Improvement Plan
- Prepare draft system-wide cost evaluation summary

DELIVERABLES: Second Draft report

CLIENT ROLE: Review deliverables (one round of review and revision)

Task 15 – Follow Up Outreach . . . final review + comment period

- Present Final Draft Park System Plan at Community Open House (or similar event)
- Present Final Draft Park System Plan to city leadership and other primary stakeholders

DELIVERABLES: Meeting agendas and materials (BRUCE/MARK)
 Specific graphics or text for meetings (LHB)
 Conduct meetings (BRUCE/MARK)
 Provide formatted meeting notes (BRUCE)

CLIENT ROLE: Schedule, locate, and invite attendees
 Participate in meetings (lead welcome/introduction)
 Review deliverables (one round of review and revision)

Task 16 – Final Plan + Other Project Deliverables

- Make all revisions/refinements based on review and comments
- Prepare Final Park System Plan and finalize (format/organize) all other project deliverables
- Prepare Final system-wide cost evaluation summary (separate document)
- Submit Final Park System Plan and project deliverables

DELIVERABLES: Second Draft report (LHB)

CLIENT ROLE: Review deliverables (one round of review and revision)

Phase Three Meetings: 2 Consultant Team; 2 City Staff Workshops; Focus Outreach (tbd); 2 Public Events

Phase Three Deliverables: Final Park System Plan; Cost Evaluation Summary; Support Information; 2 meetings with leadership/decision makers, 2 roundtables, and 2 presentations

PROJECT SCHEDULE

We expect to complete our Scope of Services in eight to nine months (with substantial completion before Thanksgiving 2017). Detailed work schedule, key milestones and other deadlines will depend on overall process coordination, timely review, satisfactory outreach results, and specific direction from Project Management and City Leaders (see attached Project Schedule).

FEE FOR SERVICES

\$ 50,000 (hourly not-to-exceed) for services provided by Bruce Jacobson and LHB only (scope and fee for other study consultants/participants will be defined under separate contract).

		Total Budget	Fee per Firm		LHB hrs/person/task		
			BJLArch	LHB	Lydia	Erica	Tiffani
Phase One – Convene	15%	\$7,500	\$3,000	\$5,380	18	4	30
Phase Two – Explore	45%	\$22,500	\$9,000	\$12,320	48	8	60
Phase Three – Report	40%	\$20,000	\$8,000	\$12,020	36	4	80

Totals	100%	\$50,000	\$20,000	\$29,720	102	16	170

EXCLUSIONS

- Public, agency, focus group, or stakeholder meetings beyond those described above are excluded.
- If other public meetings or other types of stakeholder engagement is required, LHB will work with you to determine a fee before beginning this work to provide a more accurate estimate, based on the type of meeting and level of staff involvement anticipated.
- This estimate is based on the schedule provided by Bruce on 2/1/2017 and showing completion in November 2017. Schedule extensions of more than two months on a project of this length often result in increased coordination, rounds of review or revision, and other meetings. Therefore, if the schedule stretches beyond that timeframe, LHB will work with you to determine a fee before extending work to provide a more accurate estimate, based on the type additional work required.