

MEMORANDUM

COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT

TO: John C. Phillips, City Manager
SUBJECT: College Hill District – Visual Preference Survey

DATE: August 2, 2011

As part of the College Hill Business District planning process, staff, property and business owners agreed that retaining a consultant to prepare streetscape, building façade and other visual improvements concepts was a critical element of the process. The consultants were asked to provide proposals that illustrated improvements that could be accomplished over a 3 – 5 year and 10 year period. Design elements included sidewalks, signs (street and building), banners, bike racks, landscaping, awnings, traffic calming, etc.

A Request for Proposals was sent to 10 design firms and also publicly advertised. The project budget was \$8,000, with funds coming from the \$20,000 budgeted for the College Hill process. Seven responses were received and reviewed by staff. They were:

Bracke-Hayes-Miller-Mahon Architects	Moline, IL
Lakota Group	Chicago, IL
Missman Stanley & Associates	Rock Island, IL
MSA Professional Services	Madison, WI
Peters & Associates	Omaha, NE
SGGM Architects	Davenport, IA & Rock Island, IL
Shive-Hattery	Moline, IL

The field was narrowed to three (Lakota, MSA and Peters) based on the quality of the proposal and relevant experience. These proposals were shared with the College Hill District Design Committee leadership. Based on meeting of the Committee and City staff, the unanimous choice was the Lakota Group.

Lakota's professional services agreement is attached. It details the work they will perform, timetable (project completion by October 17, 2011) and cost (not-to-exceed \$8,000). This is in line with the advertised budget.

Recommendation: That City Council approve a professional services agreement with the Lakota Group to prepare a Visual Preference Survey and Concept Streetscape Illustrations for the College Hill District and authorize the City Manager to execute the agreement.

Submitted by: Alan M. Carmen, Planning and Redevelopment Administrator
Gregory S. Champagne, Community and Economic Development Director

Approved: John C. Phillips, City Manager

Fund:	207	Community / Economic Development
Division:	312	Economic Development
Cost Center:	801	General Development
Object Code:	56501	Engineering Services
Project Code:	6130000	College Hill District

Vendor #:
Requisition #:

THE LAKOTA GROUP

212 West Kinzie Street, 3rd Floor
Chicago, Illinois 60654
312.467.5445, 312.467.5484 (fax)

August 3, 2011

Visual Preference Survey and Streetscape Illustrations: Rock Island, Illinois

Professional Services Agreement between THE LAKOTA GROUP and THE CITY OF ROCK ISLAND, ILLINOIS

PROJECT SCOPE:

The City of Rock Island would like Lakota to conduct a Visual Preference Survey and prepare Concept Streetscape Illustrations for the College Hill commercial district. The principal objective of this assignment is to undertake an effective neighborhood engagement process that creates a preferred urban design direction for future streetscape improvements in the College Hill District. A Visual Preference Survey workshop will be conducted with the community to generate ideas and consensus regarding streetscape enhancements. Streetscape concepts will include ideas for paving, landscaping, street furniture, lighting and cohesive wayfinding signage and branding, as well as sustainable practices and materials applicable to a historic, urban setting. A Final Report documenting appropriate concepts with illustrations and schematics will be produced as the final deliverable.

Lakota will prepare the study based on the following:

- Our collective experience with neighborhood commercial district planning and streetscape/landscape design and implementation.*
- Our previous work on similar streetscaping and commercial district revitalization projects in communities with universities and colleges.*
- Our extensive experience with community engagement and consensus-building processes.*
- Our experience working with a variety of clients, including municipalities, neighborhood groups, state and federal agencies, commercial district businesses and other private sector institutions.*
- Our extensive knowledge and experience working with Main Street revitalization organizations in small towns, suburbs and urban neighborhoods.*
- Our experience with projects incorporating "complete streets" concepts.*
- Involvement of each of our firm's senior staff throughout the process.*

This agreement does not include:

- Site/landscape/streetscape/signage design construction documents (Lakota can provide as later phase).*
- Civil, traffic, utility, soils or environmental studies/engineering (By engineers).*
- Property or legal surveys (By engineers).*

PROJECT TASKS:

TASK 1: PROJECT START CONFERENCE CALL

A project start conference call will be organized and conducted with the City of Rock Island to discuss:

- Project Mission, Goals and Objectives
- Work Plan and Project Schedule
- Resources and Resource People
- Project Website and Community Engagement Activities

The Work Plan and Project Schedule will be refined based on input received during the conference call. Subsequently, a revised Work Plan and Project Schedule will be developed.

TASK 2: PROJECT WEBSITE AND WORKSHOP MARKETING MATERIALS

Create a marketing flyer to distribute or post in College Hill businesses and storefronts one month prior to the project start and Visual Preference Survey Workshop. The flyer can also be e-mailed to other stakeholders. Lakota will also develop a project website in collaboration with the City of Rock Island. Both the flyer and website will list key meeting times, as well as outline opportunities for neighborhood stakeholder participation, including:

- Participating in an online Visual Preference Survey
- Visiting the “field office” to meet and talk to the Lakota and City staff
- Participating in focus group discussions
- Attending the neighborhood Visual Preference Survey Workshop
- Ongoing stakeholder feedback and input through the project website

These alternative forms of neighborhood input will help Lakota and the City gain a more complete understanding of community opinions and attitudes to potential streetscape improvements. City staff can assist Lakota in developing a contact and e-mail distribution list in order to reach out to key stakeholders for possible interviews and focus group participation in advance of Lakota’s on-site visit.

TASK 3: PROJECT START MEETING/DISTRICT TOUR (VISIT #1, DAY 1, EARLY SEPTEMBER 2011)

Conduct a project start meeting with the City and College Hill District stakeholders to discuss planning/design mission, project schedule, the VPS Workshop and available data sources. Collect existing data for use in creating digital base maps.

Following the project start meeting, a driving/walking tour of the College Hill District will be conducted with the City and CHD stakeholders. Discuss with stakeholders and record issues and constraints related to physical conditions, parking, traffic, open space, landscape, streetscape and signage.

Lakota will set up a field office inside an available storefront or other building or facility within the College Hill district. The field office will serve as the primary location for interviews, meetings, focus group session and the VPS Workshop, if practical. The office should have suitable space to hang maps, graphics and pictures on walls.

TASK 4: STAKEHOLDER FOCUS GROUPS (SITE VISIT #1, DAY 1)

Conduct three (3) to five (5) focus group sessions with City staff, College Hill business and property owners, college students, residents and other stakeholder groups to discuss the constraints and opportunities for streetscape and urban design improvements. Lakota will work with City staff/CHD stakeholders to organize and schedule focus group sessions before the on-site visit.

TASK 5: PHYSICAL INVENTORY | FIELDWORK (VISIT #1, DAY 1)

Throughout Visit 1, Lakota will document existing physical conditions of the College Hill District and surrounding context to observe and inventory:

- General District land use and development patterns
- General building massing and physical conditions
- Urban design and landscape elements
- Historic resources
- Open spaces/plazas
- Parking locations and function
- Traffic network and traffic flow
- General District/community character

Lakota will photograph, measure and record observations to analyze CHD urban design and streetscape strengths and weaknesses and begin creating an inventory of photos and images to be used for the Visual Preference Survey Workshop and Final Report.

TASK 6: VISUAL PREFERENCE SURVEY WORKSHOP (VISIT #1, DAY 1)

During the evening of Day 1, Lakota will conduct a Visual Preference Survey Workshop, using a variety of images from local and other communities around the country, as well as altered/enhanced photographs of the College Hill District that show a range of urban design/streetscape/character treatments, elements and concepts.

The Survey will be designed to gauge stakeholder opinions and preferences regarding aesthetic design components, neighborhood character issues and potential future improvements. The Survey will cover a wide variety of design issues and elements, including street furniture, traffic calming needs, building massing/bulk and setbacks, façade improvements, signage, gateways and landscaping, as well as other elements as suggested in the RFP. The introduction to the Survey will include a discussion of existing conditions in the College Hill District.

The Survey will be presented in Microsoft PowerPoint and an interactive audience response system will be used to obtain instantaneous feedback from participants on visual preferences. The Survey will also be posted in the Project Website with an established “closing date,” providing additional opportunities for community and neighborhood input.

Following the Visual Preference Survey, workshop attendees will be asked to participate in roundtable discussions. Each roundtable station will have maps, existing conditions imagery and analysis exhibits where neighborhood stakeholders will fill out simple questionnaires regarding District character and urban design issues. Lakota and City staff will facilitate the discussions to gather insight and input into the streetscape design process.

TASK 7: STAKEHOLDER FOCUS GROUPS | ADDITIONAL FIELDWORK (VISIT #1, DAY 2)

Lakota will conduct additional fieldwork and interview and focus group sessions with key CHD stakeholders, if needed, during the morning hours of Day 2. A wrap-up session with the City and CHD stakeholders could be conducted, again if needed, over lunch before Lakota departs Rock Island in the early afternoon.

TASK 8: STREETScape CONCEPTS (LATE SEPTEMBER/EARLY OCTOBER 2011)

Lakota will prepare a range of streetscape and urban design concepts to test a variety of potential improvements. Plans, sections, sketches and other imagery/graphics will be prepared to convey the urban design intent calibrated and customized to local conditions. The concepts will include ideas for paving, landscaping, street furniture, lighting and cohesive wayfinding signage and branding, as well as sustainable practices and materials applicable to an urban setting.

TASK 9: DRAFT REPORT (LATE SEPTEMBER/EARLY OCTOBER 2011)

Lakota will prepare a Draft Report that summarizes the results of the Visual Preference Survey and the community engagement process. The Draft Report will also include concept streetscape designs, including plans, sections, renderings and support images and graphics, supported by a narrative discussing streetscape enhancement strategies and recommendations. The Draft Report will be submitted to City staff and CHD stakeholders in electronic format for review.

TASK 10: CLIENT REVIEW CONFERENCE CALL (EARLY OCTOBER 2011)

Lakota will conduct a conference call with City staff and CHD stakeholders to review and discuss comments/revisions to the Draft Report, including the concept level streetscape improvement strategies.

TASK 11: FINAL REPORT (MID-OCTOBER 2011)

Refine Draft Report, its findings, recommendations and streetscape design concepts, for production of the Final Report. Lakota will provide 25 bound color hard copies and one electronic formatted copy of the Final Report to the City and CHD stakeholders. Lakota will deliver the Final Report by *October 17, 2011*.

Lakota is to complete Tasks #1 through #11 above in eight (8) to nine (9) weeks from the date of this signed agreement. The deadline is a target for completion and based on availability of data and scheduling of meetings with involved entities and organizations.

PROJECT TERMS:

Lakota's work will be provided on a lump sum basis according to the firm's current rates with a not-to-exceed maximum of \$6,800 plus reimbursable expenses of \$1,200 (15%) for a total project budget of \$8,000.

Additional services requested of Lakota will be conducted on an hourly basis and billed according to Lakota's current billing rates. If requested, a fee estimate will be provided for a task or an assignment based on a defined work scope.

Hourly Billing Rates (2011):

<input type="checkbox"/> Principal	\$240
<input type="checkbox"/> Vice President	\$190
<input type="checkbox"/> Senior Associate	\$170
<input type="checkbox"/> Project Planner/Designer/Manager	\$140
<input type="checkbox"/> Planner/Urban Designer/Landscape Architect	\$110 - \$130
<input type="checkbox"/> Research/Operations Staff	\$90

Expenses to be included:

- Travel** (mileage/tolls/parking/cabs/airfare/out-of-region meals & lodging)
- Delivery** (faxes/postage/messenger/express)
- Photography** (film/processing)
- Copying/Reproduction**
- Computer Plots**
- Long Distance Communication**
- Renderings/Models** (if requested by client)
- Special Supplies** (if extra markers/graphic tape/pantone needed)
- Miscellaneous** (municipal documents, special reports, data)

Lakota will provide 25 bound color hard copies and one electronic formatted copy of the Final Report to the

City and CHD stakeholders. If additional report copies are requested, printing cost estimates will be provided. An electronic copy of the Final Report along with drawings will be provided to the City of Rock Island for reproduction in the future.

Professional fees and expenses will be billed monthly for work completed. Unpaid invoices will bear 1.5% interest per month past 30 days. Either party may terminate this agreement 15 days after written notice. Lakota shall be compensated for all services performed up to this date.

Please indicate acceptance of this agreement by signing one copy and returning it to our office listed above. Lakota will begin work after receiving written authorization to proceed via fax, email, mail or messenger. The Lakota Group appreciates the opportunity to provide Professional Planning and Design Services to the City of Rock Island.

Scott Freres, RLA, ASLA
Principal
The Lakota Group

Signature

Printed Name

Title

City of Rock Island
1528 Third Avenue
Rock Island, Illinois 61201

Date