

WORK PLAN

TASK 1: PROJECT INITIATION

Project Start Up Meeting (Trip #1)

The consultant team will attend a Start-Up Meeting with the City. The meeting will set a common base of understanding for the project's goals, perceptions, and schedule, as well as start preparations for the activities for Trip #2.

Steering Committee

Farr Associates will work closely with the City to ensure the formation of the best possible Steering Committee for the project. The Steering Committee may be what is referenced as the Local Team in the RFP document, or it may be advantageous to add some resident or business owner stakeholders.

Stakeholder Input Plan

We will work with the City to establish a stakeholder input plan that includes both the charrette activities and non-charrette activities like stakeholder interviews, website, surveys, etc.

Fact Finding

The team will review, research, and analyze all available information available relating to the Eighth Street Corridor history, existing conditions, existing zoning, and prior studies. On Trip #1, the team will photograph the study area extensively, compile site maps, building footprints, and other data. The team will also use this time to prepare all exhibits, maps, presentations, and graphics that will be used during the charrette.

Constraints Map

We will also begin developing a constraints map for the site that includes constraints such infrastructure, utilities, adjacency issues, security, environmental, stormwater, and regulatory considerations.

Project Website

The team will launch a project website for the Charrette project. It will be a valuable resource for stakeholder engagement and the decimation of information. We develop a site chalk full of interactive features including polls, surveys, and an image preference survey. Additionally, the site will serve as the location for posting charrette schedules, plans, documents, and

deliverables— anything the team wishes to distribute to the community at large. If the City is interested in social media strategies, those can be built into the site.

TASK 2: CHARRETTE PREP

Kickoff Meeting & Walking Tour (Trip #2)

The team will tour the study area with appropriate stakeholders. Notes and photos from these tours will be incorporated into the charrette program.

Stakeholder Interviews

A day or interviews/focus groups will be conducted to get the firsthand insight of those most invested in the study area. We will work with the City identify and schedule these meetings. Additional stakeholder meetings may take place at scheduled times during the Charrette.

Project Public Kick-Off Meeting

The public Kick-Off Meeting will introduce the project, explain the process to date. We will also present a brief segment on zoning that discusses the existing zoning of the Study Area and the proposed form-based code deliverable.

SWOT Analysis

The meeting will include small groups working around tables. We will engage in initial SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. Our team uses the SWOT tool extensively and believes that the SWOT discussion likely contains the seeds of the entire vision project.

From the results, we will lead a process of ranking/prioritizing the SWOT to allow us to understand and

	Positive	Negative
Existing	<i>Strengths</i>	<i>Weaknesses</i>
Potential	<i>Opportunities</i>	<i>Threats</i>

confirm the relative importance of the SWOT topics. This exercise has the effect of uniting a core group behind a common understanding of their desires and concerns and allow stakeholders to see the consensus in an immediate and transparent way.

Keypad Polling

If issues come out of the tours and focus groups that the County would like to explore further, we can provide keypad polling technology to survey residents at the charrette. Results are instant and viewable to everyone in real time.

Charrette Framework

During this preparatory phase the team will draft the following charrette plans and documents in the National Charrette Institute (NCI)-recommended format and manner:

- **Charrette Ready Plan:** This document is the road map for the project's charrette process. It lists all tasks in the pre-charrette, charrette, and post-charrette stages, assigning a responsible team member.
- **Charrette Schedule:** The charrette schedule outlines times of all activities that take place during charrette days along with locations and attendees of each activity.
- **Charrette Studio Logistics:** A studio logistics map will be developed once a studio space for the charrette is identified. This map will set locations for all studio functions such as meeting space, small group tables, computer space, etc.

All these planning documents will be shared and approved by the City.

TASK 3: CHARRETTE

5-Day Charrette (Trip #3)

The Farr Associates team will lead a 5-day design charrette in Traverse City, ideally at a location within or near the Study Area. The charrette will be a concentrated series of meetings, presentations and sessions, during which our team will generate a comprehensive vision for the corridor while soliciting the input of key project decision-makers. Designers and stakeholders will gather in a dedicated charrette studio space to study, develop, review, and revise schemes, ultimately arriving a preferred scheme (or preferred scheme elements) to move forward with and refine.

Charrettes provide a forum for ideas, offer an immediate feedback loop to both participants and designers,

and give mutual authorship to the master plan by all those who participate. We propose a charrette with the following activities. (A full proposed charrette schedule is provided on the following page).

- Welcome Breakfast
- Site Tour with Design Team
- AECOM Market Briefing
- Business Property Owner Lunch
- City and Design Team Internal Pinups
- Stakeholder Reviews
- Progress Meetings with Stakeholders
- Team Work Sessions
- 3 Community Meetings

Three Schemes Lead to a Preferred Scheme

The heart of the charrette will be team designers developing three conceptual plan schemes that advance the goals and objective set by the community. Throughout the charrette, our designers will use the feedback from stakeholders to prioritize design elements and sketch out new ideas against constraints such as budget and physical site issues in real time. The final outcome of this process results in general consensus around one preferred scheme or elements of a preferred scheme.

TASK 4: PREFERRED SCHEME REFINEMENT & DRAFT REPORT DOCUMENT

Scheme Refinement

Based on the results of the charrette, the project team will work with the Steering Committee to narrow options into a single preferred plan. This plan will then be further tested and revised to facilitate phasing, address budget realities, and improve overall performance and quality of plan. The result of this work will be one optimal preferred plan.

Preferred Scheme & Draft Report Document

We will prepare a draft document that summarizes the findings and feedback from the previous project phases, and further develops the final deliverable into a set of plans, diagrams, illustrations, and standards, including:

- Scaled plans that set the "fixed" elements such as the circulation network, parking, open spaces, buildings, and uses.
- Final street sections and public realm plans
- Illustrative plans that add detail, character and a sense of scale by adding trees and concept designs

for buildings and open spaces.

- Up to 5 eye-level or birds-eye view renderings.
- Lighting & landscaping plan
- Stormwater & utility plan
- Development phasing plan describing the incremental development of the area over the short, mid, and long term.
- Sustainability performance standards, such as LEED, LEED-ND, and Living Community Challenge.
- Charrette and input summary
- Draft Eighth Street Form-Based Code (based on Front Street Code Template)

TASK 5: PRESENTATION OF PREFERRED SCHEME

City Council Work Session (Trip #4)

The draft report and code will be presented to the City Council to solicit final feedback and comments. The team will record comments and requests for revisions.

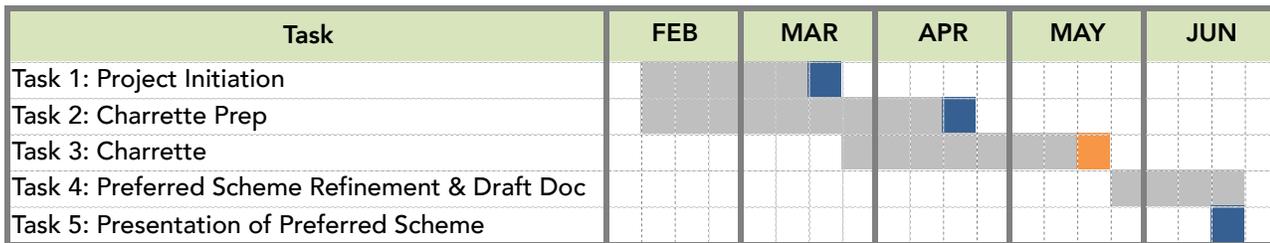
Public Open House

The team will present the revised final scheme, draft report, and form-based code to the public for comment. The team will record feedback for final revisions.

Final Refinement & Approval

Based on feedback from City Council and the public, we will refine the draft report and issue the final report. The consultant will attend up to one additional adoption meeting.

TIME LINE



CHARRETTE TEAM & HOURS

FARR ASSOCIATES

CHARRETTE FACILITATION
URBAN DESIGN
LAND USE PLANNING
FORM-BASED CODES
PUBLIC INVOLVEMENT

CHICAGO

DOUG FARR (92)

FAIA, LEED AP

PRINCIPAL IN CHARGE
URBAN DESIGN & FACILITATION LEADER

CHRISTINA BADER (170)

AICP, LEED AP

CHARRETTE LOGISTICS MANGER
FORM-BASED CODE LEADER

KAREESHMA ALI (90)

LEED AP

VISUALIZATION DESIGN LEADER

GRANT HROMAS (80)

ASSOC. AIA, LEED AP

DESIGNER

ALY ANDREWS (40)

LEED GA

DESIGNER

INFLUENCE DESIGN FORUM

LANDSCAPE ARCHITECTURE
CIVIL ENGINEERING
DIGITAL OUTREACH

TRAVERSE CITY

NATE ELKINS (146)

ASLA

LANDSCAPE ARCHITECTURE
FACILITATION

SEAN SOMMERFIELD (120)

ASSOC. AIA

DESIGNER

RYAN COX (8)

PE

CIVIL ENGINEER

BRIAN WALD (20)

DIGITAL OUTREACH

TND ENGINEERING

TRAFFIC ENGINEERING
TRANSPORTATION PLANNING
COMPLETE STREETS

PORTSMOUTH, NH

RICK CHELLMAN (68)

PE

TRANSPORTATION
ENGINEERING

PROPOSAL SHEET

TITLE: Eighth Street Planning and Design Charrette

DUE DATE: 2:00 p.m. on Friday, January 26, 2016

Having carefully examined the attached R.F.P. and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this proposal.

The undersigned represents that they have experience with similar projects.

The undersigned submits this proposal and agrees to meet or exceed all requirements and specifications listed on the R.F.P., unless otherwise indicated in writing and attached hereto.

The undersigned certifies, as of the date of this proposal, not to be in arrears to the City of Traverse City for debt or contract or is in any way a defaulter as provided for in Section 152, Chapter XVI of the Charter of the City of Traverse City.

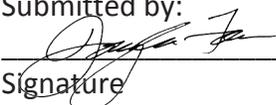
The undersigned understands and agrees, if selected to be awarded this work, to enter into an agreement with the City to supply this work.

The undersigned understands that the City reserves the right to accept any or all proposals in whole or in part and to waive irregularities in any proposal in the interest of the City. The Proposal will be evaluated and awarded on the basis of best value to the City. The decision criteria to be used, but will not be limited to, is price, accessories, options and overall capability to meet the needs of the City.

The undersigned agrees that the proposal may not be withdrawn for a period of 60 days from the actual date of the opening of proposals.

Not to Exceed Project Cost \$ 105,000

Submitted by:



Signature
Douglas Farr, President

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Illinois

If corporation, state of corporation
