

Proposed Scope of Work for Inner Sunset Green Benefit District FEASIBILITY PHASE

1. Develop Context Map of Survey Area

- a. Identify current development plans and proposals within survey boundary, as well as other key features, and compile into base map for public consumption
- b. **Deliverable:** Context map delineating survey area, neighborhood assets and landmarks, current plans and proposals

2. Refine Property Owner and Stakeholder Database

- a. Refine property owner records gathered from the City Assessor-Recorder's office and identify protocol for FC to revise outdated records during outreach
- b. Expand database of major stakeholders in the community and appropriate contact persons
- c. **Deliverables:** Property owner database, protocol for updating records; stakeholder database

3. Plan, Facilitate and Document Community Visioning Workshop

- a. Develop agenda including interactive visioning exercises that help to identify priority projects in the neighborhood; develop visual workshop materials (i.e., maps, precedent images, potential capital projects, worksheet templates)
- b. Organize FC to conduct effective outreach for visioning workshop
- c. Facilitate the visioning workshop, with support from technical subconsultant
- d. Synthesize workshop results into simple summary report for public consumption and to be integrated into survey questionnaire, as appropriate
- e. **Deliverables:** Workshop materials, facilitation of Community Visioning Workshop, workshop summary report

4. Needs Assessment Survey: Develop, Administer and Analyze Results

- a. Organize survey "input session" with 2-3 FC members to help survey consultant develop 1st draft of questionnaire
- b. Compile FC feedback on 1st draft of questionnaire for survey consultant to integrate into 2nd draft of questionnaire
 - i. Organize FC to conduct effective outreach and distribute survey widely (i.e., mailer announcements, social media, survey boxes, sidewalk canvassing, demonstration projects)
- c. Develop survey analysis plan with survey consultant to outline how the survey results will be processed and packaged, and integrate feedback from Co-Chairs
- d. Present initial survey analysis to FC for feedback

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- e. Synthesize survey results and analysis into simple summary report for public consumption
 - f. **Deliverables:** Survey questionnaire drafts, final survey formatted to print and web formats, outreach strategy, analysis plan, initial survey results, survey results summary report
- 5. Conduct Outreach, Plan and Implement Demonstration Projects (funded by Vision Zero Grant)**
- a. Develop pamphlet on investments in pedestrian safety and traffic calming as potential GBD improvement projects; print and distribute pamphlets at neighborhood establishments.
 - b. Plan and facilitate workshop for FC to identify priority projects for demonstration, as well as to equip them with tools to engage with and educate the public about GBD and Vision Zero goals, with support from technical subconsultant
 - c. Design and install 4 demonstration projects at 9th and Lincoln intersection to educate community about potential of GBD to improve pedestrian safety and traffic calming, with support from technical subconsultant
 - d. **Deliverables:** Pamphlet design and printing, workshop/training for FC, permits and approvals for demonstration projects, 4 demonstration projects
- 6. Identify Range of GBD Services and Costs**
- a. Identify the range of potential GBD services and improvements to best meet the needs and priorities of the community; how these services and improvements might vary by zone or sub-district; and their associated cost estimates
 - b. **Deliverables:** List of potential services and improvements, preliminary cost estimates
- 7. Develop Green Vision Plan**
- a. Design and develop an implementation-oriented planning document that clearly prioritizes projects (existing and new) identified by survey results, community visioning workshop, and ongoing outreach – with support from technical subconsultant as needed
 - b. **Deliverables:**
 - i. Draft of Green Vision Plan: contains criteria for prioritization, list of priority projects, concept development for up to 10 priority projects (including location, specific goals, benefits, approximate timeline, possible partnerships, funding sources, precedent images)
 - ii. Final Green Vision Plan, incorporating feedback from FC and Community Meeting
- 8. Facilitate Community Meeting**
- a. Develop agenda and presentation materials for community meeting, designed to present draft Green Vision Plan and invite feedback

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- b. Organize FC to conduct effective outreach for community meeting
- c. Facilitate community meeting, with support from technical subconsultant as needed
- d. **Deliverables:** Outreach materials, presentation materials, facilitation of community meeting, summary of feedback

9. Revise District Boundary

- a. Facilitate FC discussion on proposed district boundary, based on feedback received in survey, community meetings, and ongoing outreach
- b. **Deliverable:** Refined district boundary

10. Ongoing Project Communications and Coordination

- a. Coordinate and support FC and Co-Chairs through regular meetings and communications, manage website and e-mail lists, develop additional collateral as needed, conduct ongoing community and City outreach
- b. **Deliverables:** FC coordination and support, up-to-date website, collateral, meetings

Other

- Reimbursable Expenses – includes actually incurred expenses by Build Public in the performance of the services above, including supplies, printing, copying, mailing and travel, not to exceed \$2,000. Expenses will be submitted for reimbursement, substantiated by proper and adequate documentation and receipts.
- 10% Contingency – to provide buffer in case of additional work desired, not to be used unless needed

This scope adds onto the previously approved contract (signed 10/4/2016).

BUILD PUBLIC INC.

INNER SUNSET MERCHANTS ASSOCIATION

Date: _____

Date: _____

Signature:

Signature:

Brooke Ray Rivera
Executive Director

David Zimmerman
President

INNER SUNSET GBD - FEASIBILITY PHASE

January June 2017

	IS GBD Formation	Deliverable	BU LD PUBL C		tbd	BRT
			Project Manager	Executive Director	Technical Consultant	Survey Consultant
			\$ 100	\$ 150	\$ 125	\$ 200
1	Deve op context map of survey area	<i>Context map</i>	10	0		
2	Ref ne property owner and stakeho der database	<i>Property owner database, protocol for updating records; stakeholder database</i>	20	0		
3	P an, fac tate and document Commu ty V s on ng Workshop	<i>Workshop materials, facilitation of Community Visioning Workshop, workshop summary report</i>	30	5	20	
4	Needs Assessment Su vey: deve op, adm n ster and ana yze resu ts	<i>Survey questionnaire drafts, final survey formatted to print and web formats, outreach strategy, outreach materials, analysis plan, initial survey results, survey results summary report</i>	65	5		140
5	Conduct outreach, p an and mp ement demonstrat on pro ects (V s on Zero grant)	<i>Pamphlet; workshop/training for FC; permits and approvals; 4 demonstration projects</i>	35	10	32	
6	dent fy range of serv ces and costs	<i>List of potential services and improvements; cost estimates</i>	15	5		
7	Deve op Green V s on P an	<i>Draft of Vision Plan, Final Vision Plan</i>	30	15	60	
8	Fac tate commu ty meet ng to present Green V s on P an	<i>Outreach materials, presentation materials, facilitation of community meeting, summary of feedback</i>	20	5	5	10
9	Rev se d str ct boundary w th Format on Comm ttee	<i>Refined district boundary</i>	15	5		
10	Ongo ng pro ect commu cat ons and coord nat on	<i>FC coordination and support, up to date, website, collateral, meetings</i>	70	10		

	Project Manager	Executive Director	Technical Consultant	Survey Consultant
Total Hours	310	60	117	150
Subtotal Fees	\$ 31,000	\$ 9,000	\$ 14,625	\$ 30,000
Total Labor	\$ 84,625			

Re mbursab e Expenses (Mater a s, Pr nt ng, Ma ng) \$ 2,000

In Kind Contribution (BRT)	\$ 30,000
Vision Zero Grant	\$ 14,250
Total Grants & Contributions	\$ 44,250

Contract Subtotal \$ 40,375

10% Contingency \$ 4,038

TOTAL CONTRACT AMOUNT \$ 44,413