



City of Grand Island

Tuesday, April 8, 2014

Council Session

Item I-1

#2014-83 - Consideration of Approving Contract for Grand Vision Plan

Staff Contact: Mayor Jay Vavricek

Council Agenda Memo

From: Mayor Jay Vavricek

Meeting: April 8, 2014

Subject: Consideration of Approval of Contract for Grander Vision Plan

Item #: I-1

Presenter(s): Mayor Jay Vavricek
Nicki Stoltenberg, Assistant to the City Administrator

Background

In March 2013, Mayor Jay Vavricek organized a task force to explore a community wide visioning process.

Mayor Vavricek invited community minded leaders representing important stakeholders of the community to begin this discussion. Some community segment areas included are senior citizens, business, medical, education, entertainment, non-profits, local government, manufacturing, and hospitality.

The Steering Committee overwhelmingly validated the value and need for a similar visioning process for Grand Island/Hall County.

In January 2014, the City of Grand Island issued a Request for Proposal (RFP) and invited consultants to provide a proposal to conduct a community-wide visioning process that would encompass both the City of Grand Island and Hall County.

Seven bids for the Grander Community Vision Plan were received on February 4, 2014.

Six members of the Steering Committee reviewed the proposals according to the RFP specifications.

These committee members provided an official score pursuant to the specifications laid out in the RFP and on March 11, 2014, a recommendation of Design Workshop, Inc. was extended to Mayor Vavricek and Hall County Board Supervisor Pam Lancaster.

On March 25, 2014, Council took action on Resolution 2014-67, approving a community wide vision effort.

City Staff began contacting references for Design Workshop, Inc. and contract negotiations ensued.

Discussion

The Design Workshop team will work to develop a vision that will help set the course for various strategic initiatives and the implementation items necessary to move the City/County forward into the future.

Their process will strategically and creatively engage the full spectrum of various stakeholder groups and neighborhoods to reflect our diverse community. They are experienced in engaging and conducting public engagement in multi-lingual and multi-cultural environments and will bring this experience with them.

Design Workshop, Inc. outlined in their Scope of Services five main project tasks that include: Project Initiation, Current Conditions and Future Trends Assessment; Community Engagement; Public Presentation; Production of Vision Plan.

The final Vision Plan document will contain a variety of community action steps and identify responsible parties for each step necessary to achieve the overall vision. The plan will include a description of the action, the lead partner to champion the implementation effort, potential partners for implementation, timeframe and priorities for implementation.

Completion of the project is scheduled for October 2014.

Design Workshop, Inc. has agreed to an amount not to exceed \$103,210.

Private funding has been obtained.

Alternatives

It appears the Council has the following alternatives concerning the issue at hand. The Council may:

1. Move to approve
2. Refer the issue to future date
3. Take no action on the issue

Recommendation

City Administration recommends the Council authorize the Mayor to sign a contract with Design Workshop, Inc. in order to complete a community-wide visioning process for Grand Island and Hall County.

Sample Motion

Move to approve Resolution 2014-83.

PROJECT DESCRIPTION

Completion of a community-wide visioning process with the community members of the City of Grand Island, Nebraska, in cooperation with Hall County, Nebraska, leading to the completion of a vision plan for Grand Island and Hall County.

For the purposes of this proposal, the City of Grand Island, Nebraska is defined as the “Client” for contractual purposes.

For purposes of this proposal, the Design Workshop team shall include the following companies:

- Design Workshop, Inc., Denver, CO (Lead Consultant)
- Verio, LLC, Kansas City, MO (Subconsultant)

SCOPE OF SERVICES

Task 1: Project Initiation

The first step in launching an effective visioning plan for Grand Island and Hall County involves working together to define the desired outcomes from the effort, confirming plans and strategies to involve the community in the planning effort, and understanding the context under which the community is undertaking the visioning process.

This scope of work assumes that all deliverables will be in digital PDF format unless stated otherwise below. The client is responsible for reproduction unless stated otherwise.

Task 1.1: Ongoing Project Management

This scope of work assumes that the City of Grand Island and Hall County will designate a Project Manager from the client group (herein after referred to as the “Client Project Manager”) to coordinate project activities on the client side of the project, including coordinating meetings with the Steering Committee. The Client Project Manager will serve as the identified and official point of contact for Design Workshop with the client group, and this scope of work identifies responsibilities of the Client Project Manager through different stages of the project. Design Workshop’s assigned Project Manager, in turn, will serve as the main point of contact on a daily basis for the Client Project Manager throughout the project.

This scope assumes that the Client Project Manager will serve the following roles as part of this project. While others on the City and / or County staff may assist with these duties, the Client Project Manager would have overall responsibility for the following items:

- Coordinating times for Steering Committee calls or in-person meetings with members of the Design Workshop team
- Coordinating and securing venues for focus group meetings, Steering Committee meetings and public meetings
- Gathering necessary base information from City and/or County staff for use by the Design Workshop team
- Gathering information from City and / or County staff as the project progresses, in order to assist the Design Workshop team in the completion of the public outreach process and the vision plan document.
- Serving as the point of contact for the project with local and regional media outlets, and requesting representation from the Design Workshop team for media interviews or coverage as needed.
- Working with the Design Workshop project manager to coordinate the distribution of publicity materials in the Grand Island and Hall County areas, through local organizations, Steering Committee members, and City and County public information resources (city or county websites, Facebook and Twitter accounts, etc.).
- Compiling comments from City and County staff and the Steering Committee concerning draft versions of deliverables throughout the project.. The Client Project Manager will compile these comments in either a comment log or in a memorandum to Design Workshop's project manager, and will reconcile and provide guidance to Design Workshop concerning any discrepancies in comments received from various parties (including various City / County departments or members of the Steering Committee).

We propose a regular communication strategy to maximize the value of everyone's time. While the project team will meet more formally at certain times, biweekly update conference calls involving Design Workshop, members of the City and County staff, and a representative from the Steering Committee will help the team address issues as they arise. In addition, we will communicate with the Steering Committee on a regular basis via in-person meetings (when possible given the travel schedules of Design Workshop's Principal and Project Manager) as well as periodic phone calls and emails.

The weekly or biweekly conference calls will include the Project Manager and/or Principal in Charge from Design Workshop, the identified Client Project Manager and a representative from the Steering Committee. These calls will focus on the "big picture" objectives of the project in a given week (or set of weeks). We will report on work performed since the last point of contact with Steering Committee and objectives for upcoming weeks during the project. The committees will provide guidance regarding work already in progress and upcoming work.

Deliverable:

1. Agendas and minutes for each Steering Committee meeting or conference call, circulated to team members

Task 1.2: Kick-off Meeting and Community Tour (1 day total)

The purpose of the project kick-off meeting is to effectively launch the effort by confirming goals, the planning process, the project schedule, deliverables, a team communication plan, and roles and responsibilities among the key team members.. We anticipate discussing the “Critical Success Factors” (the things that absolutely must result from the process in order for project to be a success) that city and county leaders and the Steering Committee have for the planning effort at this meeting, and we will track the vision plan’s progress in meeting these critical success factors throughout the project. . We will identify information from previous work and studies relevant to the visioning effort and identify key questions and ideas to explore as part of the project. Design Workshop will create a list of Critical Success Factors for review at the kick-off meeting. As part of the meeting, the group will also discuss initial ideas for branding of the project and potential ideas for a logo to represent the project going forward.

On the same visit as the kick-off meeting, Design Workshop will conduct a tour of Grand Island and Hall County to catalogue existing conditions, develop a comprehensive photo catalogue of the community and the surrounding area (this scope of work assumes the catalogue will include 40 to 50 images), and verify base information gathered from other sources. The team will invite City and County staff and the Steering Committee on the tour. During the tour, the group will meet with technical specialists and community leaders in the field to hear and see firsthand the issues that may influence the outcomes of the vision plan.

Deliverables:

- Meeting agenda
- Detailed project schedule
- Team communications plan (outlining the plan for how the project team will communicate with City and County staff, and the Steering Committee)
- Meeting notes
- Finalized set of Critical Success Factors for the project and project goals
- Summary memorandum of findings from Community Tour

Task 2: Current Conditions and Future Trends Assessment

Data collected as part of the Current Conditions analysis will inform the public engagement process by identifying key areas or topics for discussion in the public meetings. For example, data concerning the community’s record of attracting and retaining new businesses may provide a valuable baseline for the community to discuss the preferred future development of economic development efforts and business attraction strategies. The Current Conditions analysis will also provide a benchmark against which the community can measure progress and achievement in reaching goals

set out in the vision plan in the future. The City and County will have the ability to report measured progress toward the vision and goals articulated during this process. The Current Conditions and Future Trends Report will be condensed into an easily read and understood summary document to inform the public and allow for useful discussion of potential alternative goals and strategies during the creation of the new vision plan for the Grand Island community.

Task 2.1: Baseline and Existing Conditions Analysis

The Design Workshop team will conduct a thorough baseline and existing-conditions analysis in order to inform upcoming community visioning meetings and to inform the development of the overall visioning document. This analysis will also provide a benchmark against which future progress in Grand Island and Hall County can be measured and celebrated.

The Design Workshop Team will use current and available data to complete an analysis of the following:

- Physical conditions such as environmental systems, infrastructure and development patterns;
- Transportation issues;
- Total population and households, population and household growth, daytime population, households by age and income, housing tenure patterns and expenditure potential.
- Growth projections including the surrounding area;
- Build-out potential;
- Limits to growth;
- Regional socioeconomic trends and conditions, which are and will be influencing short- and long-term residential development in the Grand Island and Hall County area;
- Economic conditions, labor force skills, business growth patterns and income trends;
- Locally and nationally-prepared economic forecasts for the regional and local areas, with particular attention focused on the long-term economic growth forecast;
- Economic projections based on observed local and regional economic patterns;
- Visual character assessment (addressing the general architectural and development character of different parts of the city and the area and key views or gateways);
- Park and open space systems; and
- Community facilities and amenities

The Design Workshop team will analyze and map selected information, including but not limited to: historical and projected growth patterns of population and households; current and projected distribution of household income, age and household size, employment trends, physical conditions and build-out potential. The Design Workshop team will develop a summary white paper outlining the existing conditions across the various categories outlined above (including topics such as land use, transportation, economic

conditions, development character and parks / recreation). This information will provide a valuable baseline against which to evaluate alternative futures and implementation progress. This information should be used during the visioning sessions to ensure that the visions are based on a realistic understanding of current conditions and possible futures..

Deliverables:

- White Paper Documenting Existing Conditions
Maps and Graphical Presentations (included in the White Paper document)

Task 3: Community Engagement

Task 3.1: Public Outreach Plan

The process of gaining input from the community must be efficient, help the community identify ideas, opportunities and concerns in a productive manner, and should represent an enjoyable and fun process for everyone. The visioning process should employ a broad range of tools to engage all citizens. A cornerstone of our team's approach to facilitating public meetings and workshops is to meet people close to where they live: at neighborhood schools, senior centers, coffee shops, etc. rather than only holding meetings at City Hall. The Design Workshop team's public outreach plan includes:

Stakeholder Analysis

We will categorize many of the groups that will be engaged as stakeholders in the project process, but will also expand upon this list as part of the project kick-off and identify the optimum role for these groups within the project. The Design Workshop team will develop a master list including contact information, scheduled meeting dates and information distribution methods.

Project Branding

Creating a brand for the project will stimulate community interest, and link the various tools and methods for community outreach under one umbrella. Developing an instantly recognizable "brand" (message or image) means that the process will have a higher profile in the minds of community members. Because the leadership in the city is committed to ensuring that this process has great value, it is important to link the vision plan process and its benefits in the minds of community members.

Elements of community outreach including meeting advertisements, visual displays for presentations, handouts for public meetings, the project website, and the final planning documents will all have a design and follow a format that is consistent, compelling, and appropriate for various audiences and for various meetings and communications. Well designed documents, logos, and word selection can make the difference between a high level of public awareness, public apathy and even distrust.

Design Workshop will provide two alternatives each for the project logo and the project brand name to the Client Project Manager. The Client Project Manager will consolidate and reconcile comments from all city and county staff and the Steering Committee into one comment log and will provide guidance to Design Workshop concerning direction, in cases where comments are conflicting. Based upon this feedback received from the Client Project Manager, Design Workshop will make changes and produce a final version of the project logo and the project brand name for use throughout the project.

Media Plan

Successful community outreach will require a strategic plan for utilizing the media to deliver a clear, consistent message about the purpose of and the process for the vision plan. The media can play a valuable role in educating community members about the key issues, information about visioning events, opportunities for input (through the website, interviews, etc.) and information on the conclusions of the visioning process. Establishing a schedule for implementing the media plan will help in maximizing the benefits of using these methods to get information out to the public in an effective and timely manner. An important part of the media plan involves creating a compelling, persuasive message about why community members should be interested in the process and make time to participate.

Deliverables:

- Stakeholder analysis matrix
- Public outreach schedule
- Meeting invitations
- Project logo and image materials for client group review, during initial stages of the project
- Up to 6 Press Release and / or Information Fliers. Press releases and information fliers will be translated into Spanish, Somali and Sudanese in order to reach out to all major segments of the Grand Island community.
- Design Workshop will provide the Press Releases and Information Fliers in pdf format, ready for print.

Task 3.2: Multi-Lingual Project Website

We believe the Grand Island area would benefit considerably from the creation of a project website specifically for the public outreach process, as it creates a venue where information can easily be posted and accessed by community members. The website would serve as a venue where news, events, information, surveys, and outcomes can be posted and shared with the community, ensuring a transparent and clear process. Many community members, and in particular youth, are very technologically savvy and are used to gaining information from the Internet. The website can provide basic levels of interactivity such as providing for submittals of comments. The site can be established as

an ongoing resource for communication, even after this specific planning effort is completed and implementation ensues.

We recognize that not all members of the community have Internet access or feel comfortable getting their information from a website. This doesn't mean that a website would not be valuable, but simply that it must be supplemented with other methods of reaching all community members.

We propose establishing the project website in four languages to serve the diverse populations of the Grand Island community: *English, Spanish, Sudanese and Somali*. The website would include links to other language versions of the content, in order to reach a broad cross-section of the community.

While the website will include text (as part of text documents or on the overall website) from the four languages, exhibits included on the website will have English captions, but be accompanied by a translation guide for each language (explaining the logic behind each map or exhibit and the key takeaways).

This project website will not include (as part of this scope of work) interactive mapping, online meetings, or other additional functions or features. The project website will resemble a set of two examples to be provided by Design Workshop to the City at the outset of the project. The project website will be hosted by Design Workshop during the length of the project as defined by the Schedule articulated in this scope of work. Design Workshop will then transfer the hosting and operations of the project website to the City at the conclusion of the project (by the end of October 2014).

Deliverables:

- Project webpage and ongoing updates to content throughout the duration of project
- The project website will include links to online surveys, a function to receive comments from the public, and subpages that will include background exhibits, as well as the presentation boards and deliverables from the two public open house sessions.

Task 3.3: Social Media

Social media functions similarly to traditional print media, except that it uses community-based communications channels such as existing community newsletters and meetings and church and service organization communication channels. This method can be particularly effective in reaching out to groups that may not have been traditionally involved in public planning conversations. We have found that stakeholder groups and other citizen leaders can provide great leads and connections that help the team find and use social media options. This proposal assumes that members of the committees would

help the social media outreach effort by helping to coordinate submittals to local newsletters, generating interest in meetings concerning the plan around the community, and in general helping to stimulate interest in the plan.

For example, we have found in projects elsewhere that we are best able to reach out to Spanish speaking populations by conducting community outreach fairly directly through churches tied to the Hispanic community. Similarly, in Grand Island we would likely reach out to churches or mosques to more directly reach out and gain input from the Somali, Sudanese and Hispanic communities. We will also work with City and County staff and the steering committee to identify and engage leaders in the various ethnic communities (civic leaders, labor leaders, etc.) who could help us in reaching out to the general population. Given the diversity of the ethnic groups in Grand Island, leveraging all of the contacts and networks of the local groups and civic leaders will be essential in gaining input from the full spectrum of the community. This scope of work assumes that these organizations and the various civic groups will assist with any translation services needed to produce content for the project and during stakeholder discussions or during public open houses later in the project. (Design Workshop's budget identifies minimal fees to use translation services to engage the Somali and Sudanese communities, but the use of translation services from local leaders will be necessary in order to complete the overall effort. Design Workshop will utilize its own Spanish speaking staff to help supplement the translation and outreach to the Hispanic community).

In addition to these on-the-ground social media channels, we will use newer forms of online outreach, including Facebook, and Twitter. We have found that these newer forms of social media in particular help communities in reaching out and engaging youth. Design Workshop will set up the Facebook and Twitter pages. City staff will assist in the monitoring and updating of the Facebook and Twitter pages and text messaging to individuals who sign up for project updates.

Deliverables:

- Project background information and updates, distributed to various community groups periodically throughout the length of the project.
- Coordination (on the part of Design Workshop and the Client Project Manager) with local groups to help reach out to citizens, throughout the project.
- Project Facebook page
- Project Twitter handle and signature hashtags

Task 3.4: Stakeholder Focus Groups

The Design Workshop team will work with City and County staff and the Steering Committee to identify key stakeholder groups and to conduct initial outreach focus group efforts at the outset of the project to communicate the key goals of the project and gain initial input from these stakeholders and stakeholder groups concerning their ideas for the future vision for the Grand Island area. We anticipate conducting focus groups with

elected leaders on the City Council, school district representatives, the Chamber of Commerce, and leaders from the Latino, Somali and Sudanese communities.

Meetings:

- Initial Stakeholder Focus Groups (up to 2 days)

Deliverables:

- Agenda, Presentation Materials and Summary from Focus Groups
- Presentation materials will include a two page handout and up to three plotted presentation boards provided by DW at 36 X 48

Task 3.5: Participation in Community Events

Having a presence at community events is often an easy way to reach out to community members who have come together for particular events, such as farmers markets, sporting events, concerts or lectures. At these events information can be distributed about the vision planning process, and information can be gathered via interviews, written surveys, electronic surveys or other methods. Having a booth or table at community events presents a great opportunity to present the vision planning process in a fun atmosphere. We recommend scanning the community calendar for upcoming events around town where the visioning plan effort could be publicized. We suggest identifying in particular civic events that would include various demographic segments in the community. For example, we may suggest providing a booth at student fairs or various events at the local schools, at events for seniors, the Hall County Fair, or Danger arena football games. These events may help in particular in reaching out to groups of citizens that may have limited time to participate in traditional community meetings.

Deliverables:

- Participation by Design Workshop team staff in a total of 30 hours of community events (we assume, broken up into no more than three or four calendar days in total)
- Presentation materials will include a two page handout and up to three plotted presentation boards provided by DW at 36 X 48

Task 3.6: Community Survey

The Design Workshop team will work with the Steering Committee and City staff to create a general community survey that will solicit input from the community, including the broader community as well as key constituencies, concerning key issues such as:

- Economic Development
- Parks and Open Space

- Neighborhoods
- Schools
- Infrastructure
- Transportation

These surveys can be completed very easily using a Survey Monkey instrument that can be placed on the city's website and the project website, or emailed as a link out via email lists to various organizations, neighborhood groups, etc.

Members of the project team, along with City staff, will also provide additional "retail level" public outreach by handing out the survey at local grocery stores, shopping centers, community gatherings and similar destination locations. This scope of work assumes an additional 20 hours of time on the part of the consultant team conducting "retail level" public outreach for the survey. This scope of work assumes that the 20 hours of time on the part of the consultant time would be distributed over two to three consecutive calendar days. Any hours spent distributing the community survey beyond the 20 hours would need to be provided by City or County staff or local organizations. Following the project kick off, the survey would require around two months to complete.

Deliverables:

- Community Survey (provided digitally in an online format). The community survey would be available in Somali, Sudanese, Spanish and English.
- Survey analysis and report. This written report (anticipated length of ten pages, provided in pdf format) will include a summary of the key takeaways from the Community Survey results.

Task 4: Public Presentation

Task 4.1: Community Open House Round One: Gathering Input, Developing a Vision

An initial public open house will build upon the initial community outreach conducted during the first few months of the project and help develop an overall vision statement for the Grand Island community. During the meeting, the Design Workshop team will review the current conditions analysis for Grand Island, and review the input provided by the general public and various stakeholder groups concerning key issues and the future vision for the community as part of focus groups, the community survey, and other initial stages of input. Design Workshop will provide a series of presentation boards in the meeting room (this scope of work assumes no more than six boards) that provide information on the project's background, key findings from the current conditions analysis for the Grand Island area, and key takeaways from the Community Survey and initial stakeholder discussions. These presentation boards will also be available on the project website by the time of the public open house. Design Workshop will open the formal presentation portion of the public open house by making a powerpoint presentation summarizing the

project background, a summary of the current conditions analysis, and a summary of public input received to date. The powerpoint will address key issues facing the Grand Island area and will outline the process the project will use to arrive at a vision for the Grand Island area.

During the second half of the meeting, additional community input will be gathered through a variety of methods:

Breakout Sessions

The Design Workshop team will facilitate a series of breakout sessions with participants designed to draw from the initial stages of community engagement and develop a concrete vision statement for Grand Island. Members of each breakout session will report back to the group toward the close of the meeting concerning their preferred vision for Grand Island going forward. The Design Workshop team will confirm the organization of the breakout sessions with the Steering Committee and the Client Project Manager, but experience from previous projects indicates that each Breakout Session would ideally include from 10 to 20 participants in total, in order to allow each participant to have an opportunity to provide input.

Keypad Polling

The meeting will also utilize “keypad polling” survey questions in order to gain input from participants concerning a number of key issues tied to the creation of the overall vision statement for the Grand Island area. Design Workshop will confirm the number and content of the keypad questions with the Client Project Manager (with input from the Steering Committee). Projects of similar size and scale have typically included from 15 to 20 keypad polling questions for a public open house.

Questions posed to the audience at the conclusion of the meeting will help determine the overall Community Vision Statement, outlining a description of the Grand Island area in the future.

All of the materials from the community open house, including keypad polling questions, will be available online after the public meeting.

Deliverables:

- Agenda, Presentation Materials, and Summary from Community Open Houses
- Sign in sheets and comment cards (in order to receive written comments from attendees at the meeting)
- Translation information for all materials (in addition, translators would be present at this meeting). The Design Workshop team will not provide multiple versions of each presentation board for the public open house, but instead will provide a “translation packet” that includes a translation of key text and information on each

presentation board (in Somali, Sudanese, Spanish and English). The powerpoint presentation made at the public meeting will be conducted in English, but a similar “translation packet” that translates the bullet points and key message on each slide will be made available (in Somali, Sudanese and Spanish) to audience members.

- Design Workshop will provide up to six presentation boards, 36 X 48, plus a one page comment sheet, in four languages
- Design Workshop will provide a translation guide in three languages each (Spanish, Somali, Sudanese). The assumption in this scope of work is that each translation guide will include approximately six pages, in black and white.

Task 4.2: Community Open House Round Two: Implementing the Vision

The Design Workshop team will host a second public open house to review the overall Vision Statement for Grand Island for the future and to review and gain input concerning the components of the draft version of the Vision Action Plan document created by the project team since the first public open house. This open house will focus on implementation and will gain input and any ideas from the public concerning how to make the vision for Grand Island in the future a reality.

The public open house will include a series of presentation boards, and the content of these boards will be confirmed by the Client Project Manager in advance of the public open house. This scope of work assumes that the public open house will include no more than eight presentation boards, and these boards will address: Project background; a summary of public input at the first public open house and online since the first public open house; a summary of the preliminary “project vision” for the community based upon input to date; and, a summary of recommended implementation tools and action steps for the Grand Island community in order to make the vision plan a reality.

Design Workshop will begin the formal portion of the public open house with an overview powerpoint presentation. This presentation will address the following topics: public input received at the first public open house and since the first public open house; a summary of the preliminary vision statement and vision plan for the Grand Island area; and a summary of implementation items and action steps for the community. The powerpoint will address how the City Council will move forward in formally adopting the vision plan in the near future.

The open house will involve break out groups to discuss the implementation of the plan as well as a series of keypad polling survey questions designed to gain specific input from participants concerning the final vision statement for Grand Island and a variety of implementation and maintenance issues. This scope of work assumes that the breakout groups will include a similar number of participants in each group as organized in Task 4.1. The scope of work assumes that, based upon previous project experience, the keypad polling session will include from 10 to 20 keypad questions. These keypad questions at the second public open house will focus on confirming the vision statement for the Grand

Island area, and reviewing ideas for how to best implement the vision plan in the community over time.

All of the materials from the community open house, including keypad polling questions, will be available online after the public meeting.

Deliverables:

- Agenda, Presentation Materials, and Summary from Community Open Houses
- Sign in sheets and comment cards (in order to receive written comments from attendees at the meeting)
- Translation information for all materials (in addition, translators would be present at this meeting). The Design Workshop team will not provide multiple versions of each presentation board for the public open house, but instead will provide a “translation packet” that includes a translation of key text and information on each presentation board (in Somali, Sudanese, and Spanish). The powerpoint presentation made at the public meeting will be conducted in English, but a similar “translation packet” that translates the bullet points and key message on each slide will be made available (in Somali, Sudanese and Spanish) to audience members.
- Design Workshop will provide up to six presentation boards, 36 X 48, plus a one page comment sheet, in four languages.
- Design Workshop will provide a translation guide in three languages each (Spanish, Somali, Sudanese). The assumption in this scope of work is that each translation guide will include approximately six pages, in black and white.

Task 5: Production of Vision Plan

Design Workshop has developed a Document Standards best practice methodology over the last few years, based upon our experience in creating planning documents across the country, and will leverage these standards in setting up and executing the document production process for the Grand Island vision plan document (in draft, and final form).

Task 5.1: Draft Vision Action Plan

Following the initial public open house, the Design Workshop team, in collaboration with the Steering Committee and City staff, will work together to outline a draft vision plan for Grand Island that will set a direction and guidance for implementing the Vision Statement identified during the first public open house. This vision plan document will contain a variety of action steps and identify responsible parties for each action step necessary to achieve the overall vision for Grand Island in the future. The plan document will include a description of the action, the lead partner to champion the implementation effort, potential partners for implementation, and the timeframe and priorities for implementation.

Specifically, we will submit one draft version of the Vision Action Plan to the Client Project Manager. The Client Project Manager will be responsible for gathering and compiling all input or edits from the City staff and/or the Steering Committee. The Client Project Manager will also be responsible for reconciling and arriving at decisions, from the client group's perspective, concerning any contradictory input from various city departments or between the City staff and members of the Steering Committee. The Client Project Manager will provide a consolidated Comment Log and an associated memorandum summarizing the input from the City / Steering Committee and direction to the project team for any edits that required clarification, in order to streamline the editing process. The Client Project Manager will provide this input to Design Workshop within two weeks of Design Workshop submitting the draft Vision Action Plan to the City for review. Design Workshop will then make one round of necessary edits or changes based upon the memorandum and comment log provided by the Client Project Manager and provide a revised version of the Draft Vision Action Plan to the City.

The action plan document will also outline recommended mechanisms and timeframes for the maintenance of the Vision Action Plan going forward.

Deliverable:

- Draft Vision Action Plan document (in pdf format only, at 8.5 X 11 size, with foldout maps as necessary provided at 11 X 17).
- Design Workshop will provide an updated version of the Draft Vision Action Plan based upon one round of input from the Client Project Manager. The purpose of this second draft version of the document will be to provide one more opportunity for review to ensure that each comment on the first draft of the document is addressed appropriately.

Task 5.2: Final Vision Action Plan

The final vision plan will clearly describe the purpose and need for the plan and the goals, objectives and critical success factors. The plan will also identify regulatory responsibilities and policies that influence the implementation of the Vision Plan.

This scope of work assumes that the consultant team will amend the draft Vision Action Plan document for Grand Island one time following the second public open house. This proposal assumes that the Client Project Manager will compile all comments concerning the plan into one package (including a comment log and an associated memorandum that provides direction to Design Workshop concerning the resolution of any conflicting comments from the City and Steering Committee) from which the consultant team would process revisions. When conflicting points of view arise, the wishes and directions of the Steering Committee will be addressed as the final authority on the Vision Plan document.

Deliverable:

- **Final Vision Action Plan:** One camera-ready PDF copy and an editable final version of the document (in Indesign CS3 format, in 8.5 X 11 format, with 11 X 17 foldouts for maps). In addition, Design Workshop will provide the most recent copy of the Microsoft Word version of the document text. This Microsoft Word version will not reflect changes between the first and second drafts of the vision plan document. This scope of work anticipates that the Vision Action Plan document will not exceed 50 pages in length. In addition, we will provide an electronic copy of the final Vision Action Plan in a format suitable for upload to the City's website for public viewing going forward. This scope of work assumes that the City of Grand Island would be responsible for the printing of any hard copies of the Final Vision Action Plan.

Task 5.3: Final Community Presentations

At the conclusion of the project, the Project Manager from Design Workshop will visit Grand Island and make presentations to the community concerning the final product (the vision plan).

Deliverable:

- Powerpoint presentation, to be used in presenting the final plan to the community

Conditions and Exclusions

Client shall provide the following information or services as required for performance of its services. Design Workshop assumes no responsibility for the accuracy of such information or services provided by Client, and shall not be liable for errors or omissions therein. Should Design Workshop be required to provide services in obtaining or coordinating compilation of this information, such services shall be billed as Additional Services.

In order to begin services, we will require the following information:

- Copies of any infrastructure, transportation, or environmental reports provided to the City over the last five years that may influence the completion of the base conditions analysis;
- Copies of any Census data or recent reports provided to the City that outline information pertaining to population and households, population and household growth, daytime population, households by age and income, housing tenure patterns and expenditure potential.
- Any existing growth projections (for the City or the County) ;
- Economic conditions, labor force skills, business growth patterns and income trends;

- Copies of any locally and nationally-prepared economic forecasts for the regional and local areas, with particular attention focused on the long-term economic growth forecast;
- GIS data from the City or County necessary to produce base maps

Exclusions:

This scope of work does not include the following items or deliverables:

- A formal market analysis or market study of the Grand Island area
- Any formal infrastructure, environmental, transportation or traffic analysis reports or studies (the scope of work will instead utilize existing analyses already performed and available through the City and/or County).
- Ongoing hosting of, or consultation / advisory services concerning, the project website following the completion of this project (after November 1, 2014).

PROJECT TEAM

Design Workshop typically organizes projects in a team format with key responsibilities divided between the Principal-in-Charge and Project Manager. The key team members for this project are listed below:

Principal-in-Charge – Rebecca Leonard

Rebecca Leonard will serve as Principal-in-Charge of the project and will have primary responsibility for the overall content and quality of the services performed by the Design Workshop consultant team.

Project Manager – Britt Palmberg

Britt Palmberg will serve as the Project Manager for the project and will also be responsible for leading the planning efforts associated with the work. His responsibilities will include the coordination of Design Workshop's in-house planning team as well as regular communication and coordination with all members of the consultant team.

SCHEDULE

Design Workshop is prepared to begin services immediately upon receipt of a signed copy of this proposal from an authorized City representative. At this time, the following generalized schedule is anticipated:

Step 1: Project Initiation	May 2014
Step 2: Current Conditions and Future Trends	May – July 2014
Step 3: Community Engagement	May – July 2014
Step 4: Public Presentation	August – October 2014
Step 5: Production of Vision Plan	August – October 2014
Step 6: Completion of Final Deliverables	End of October, 2014

FEES AND EXPENSES

1. Basic services

Compensation to Design Workshop for the services described herein and in accordance with the conditions of this agreement shall be for a lump sum fee (for labor) of \$90,775.

The estimated fees are as follows:

Task One	Project Initiation	\$9,320
Task Two	Current Conditions and Future Trends Analysis	\$7,300
Task Three	Community Engagement	\$27,935
Task Four	Public Presentation	\$31,280
Task Five	Production of Vision Plan	\$14,940
	Total Professional Fees (labor only)	\$90,775

2. Reimbursable Expenses

Reimbursable Expenses are in addition to compensation for Basic Services. Reimbursable expenses incurred by Design Workshop and consultants directly related to the project such as, but not limited to, travel, telephone charges, video conference charges, website hosting, and printing expenses shall be billed at Design Workshop's cost and shall not exceed \$12,435.

3. Additional Services

Services in addition to those described above are to be compensated on a Time and Materials basis per Design Workshop's current published rate schedule. Additional services will include (but are not limited to) redesign of previously approved work, major revisions to program and/or expansion of scope of services. Whenever practical, changes, additions, or modifications to the scope of services shall be authorized by written change request; however, the absence of such a written change order shall not act as a bar to payment of fees due Design Workshop, provided the change was in fact approved and ordered by the Client.

4. Use of Local Vendors

Where feasible, Design Workshop shall utilize the services of vendors based in Hall County, Nebraska in completing the scope of services outlined herein.

PAYMENT TERMS

1. Invoices will be mailed from Design Workshop's office by the 10th of each month. Invoices are payable within 45 days of the date of billing. Invoicing shall be specific to each major task and will describe the completed portion of the services.
2. Invoices for this project will be formatted according to the sample Design Workshop invoice provided in Attachment B.

ACCEPTANCE

1. This Agreement is entered into between Design Workshop, Inc. and the City of Grand Island, Nebraska.
2. If this contract meets with your approval, please sign below and return one (1) copy for our file.
3. If this agreement is not accepted within two (2) months from the date of receipt, the offer to perform the described services may be withdrawn and Design Workshop may renegotiate this proposal.
4. The Client agrees that they have read and understood the Contract Provisions attached hereto and incorporated herein by reference.

DESIGN WORKSHOP, INC.

By: _____ Date: _____
Title: _____

APPROVED BY CLIENT:

By: _____ Date: _____
Title: _____

Attachment A

Contract Provisions

1. All fees, commissions, and expenses billed shall be due within forty-five (45) days of the date of billing. Interest on unpaid or late bills shall accrue at 1 3/4 percent interest per month (21.0% A.P.R.). In the event of non-payment, such unpaid amounts shall constitute and become a lien upon the property for which professional services are being performed or completed. Design Workshop may, at its discretion, assert its right to file and foreclose upon such lien, in addition to pursuing any other remedies permitted by law. Client agrees that all statements not objected to in writing within forty-five (45) days of receipt are agreed to be final and binding upon the parties as to the amounts due, the adequacy of Design Workshop's performance, and the value of the services provided to Client. If Client does not pay Design Workshop within forty-five (45) days of the date of billing and Design Workshop consults with an attorney for collection, then, in addition to all sums due, Client agrees to pay all costs incurred by Design Workshop associated with collection, including Design Workshop's reasonable attorney's fees and reasonable court costs.
2. When any invoice is outstanding and unpaid forty-five (45) days after the date of billing, Design Workshop may, at its discretion, stop work on the project. In addition, when any invoice is outstanding and unpaid ninety (90) days after the date of billing, Design Workshop may withdraw from any governmental agency review process any applications, drawings, submittals or other project documents reflecting Design Workshop's services. No notice of Design Workshop's intent to stop work or to withdraw from any governmental review process shall be required. Client forever releases, discharges and holds Design Workshop harmless from any and all liability arising out of Design Workshop's withdrawal of any applications, drawings, submittals or other project documents. Client shall fully indemnify, defend, and hold harmless Design Workshop against any and all claims for liability asserted by any project participant for any action taken by Design Workshop under this paragraph.
3. If the project is suspended or abandoned, in whole or in part, for a period of ninety (90) days or more, or upon instruction by Client to Design Workshop to suspend activity on the project, Design Workshop shall be compensated for all services performed together with all reimbursable expenses due and the Agreement shall be deemed terminated. If the project is resumed after such suspension, the Agreement between Client and Design Workshop shall be renegotiated prior to resumption of services by Design Workshop. Such renegotiation shall include a fee for remobilization costs incurred by Design Workshop. In the event that this Agreement is terminated due to the suspension or abandonment of the project, Client shall make full payment to DW for all compensation due hereunder within 45 days of receipt of a final invoice from DW. For purposes of this Agreement, the term "suspension" or "abandonment" shall mean substantial discontinuance of labor, services, and expenses for a ninety (90) day period or written instruction by Client to suspend substantially all project activities.
4. Design Workshop reserves the right to raise hourly rates at its own discretion during the course of this project. Any such increases, however, will not result in an increase in the total fees identified in this proposal unless specific services are being provided on a time and materials basis.
5. Drawings, including those in electronic form, prepared by Design Workshop are the Instruments of Service for use solely with respect to this project. Design Workshop shall be deemed the author and owner of their Instruments of Service and shall retain all common law, statutory, and other rights, including copyrights.

Design Workshop grants the Client a nonexclusive license to reproduce Design Workshop's Instruments of Service solely for the purposes of using and maintaining this project, provided that Client shall comply with all obligations, including prompt payment of all sums when due, under this Agreement. The Client shall be permitted to retain copies, including reproducible copies of drawings for information and reference in connection with the Client's use and occupancy of the project. The Client shall be permitted to authorize its contractors, subcontractors and material suppliers to reproduce applicable portions of the Instruments of Service appropriate to and for use in the execution of this project. The drawings shall not be used by the Client on another project, except by agreement in writing between Design Workshop and Client.

Any unauthorized use of the Instruments of Service without Design Workshop's consent shall be at the Client's sole risk and without liability to Design Workshop. The Client shall indemnify and hold harmless Design Workshop, and Design Workshop's subconsultants from and against claims, damages, losses and expenses, including, but not limited to payment of attorney's fees, arising out of unauthorized use of the Instruments of Service that are part of this project.

Design Workshop shall not be responsible or liable for any direct, actual or consequential damages which occur as the result of its inability to produce the Instruments of Service by reason of the casualty, destruction or loss of documents that occurs through no fault of Design Workshop.

6. Should the project be published in a book, magazine, newspaper, or publication for public circulation, or if a job sign is erected, Design Workshop should be listed as the planner/landscape architect. In addition, this Agreement

DESIGNWORKSHOP

(Turn Page)

represents non-exclusive approval by the Client for publication and award submissions of the project by Design Workshop.

7. The parties agree not to solicit for employment any employee of the other with whom the parties have had contact as a result of this Agreement, while the candidate is employed by the other party, and for twelve (12) months following termination of such employment, unless specifically agreed to in writing.
8. In the event of a default of any provision of this Agreement, after ten (10) days notice to cure is delivered, this Agreement may be deemed terminated by the non-defaulting party. For purpose hereof, any failure to pay sums due in accordance with Paragraph 1 shall be deemed default. Either party may terminate this Agreement for convenience and without cause upon thirty (30) days written notice by either party. If Client terminates this Agreement for convenience, DW shall be compensated for Services performed prior to termination, together with reimbursable expenses then due.
9. Design Workshop and Client waive consequential damages for claims, disputes or other matters in question arising out of or relating to the Agreement. This mutual waiver is applicable, without limitation, to all consequential damages due to either party's termination in accordance with Paragraph 8.
10. All notices and other communications that are required or permitted to be given to the parties under this Agreement shall be sufficient in all respects if given in writing and delivered in person, by electronic mail, by telecopy, by overnight courier, or by certified mail, postage prepaid, return receipt requested, to the receiving party at the following address:

If to DW:	Design Workshop, Inc. <u>1390 Lawrence St</u> <u>Suite 200</u> <u>Denver, CO 80204</u> Attention: <u>Rebecca Leonard</u> Telephone: <u>(303) 623-5186</u> Facsimile: <u>(303) 623-2260</u>
If to Client	City of Grand Island, Nebraska <u>100 E. First Street</u> <u>Grand Island, NE 68801</u> Attention: <u>Mary Lou Brown</u> Telephone: <u>(308) 385-5444</u> Facsimile: <u>(308) 385-5486</u>

or to such other address as such party may have given to the other by notice pursuant to this Section. Notice shall be deemed given on the date of delivery, in the case of personal delivery, electronic mail, or telecopy, or on the delivery or refusal date, as specified on the return receipt in the case of certified mail or on the tracking report in the case of overnight courier.

11. If any provision of this Agreement is for any reason held invalid or unenforceable, such provision shall be deemed separate and shall not affect the validity of the remaining portions herein.
12. This Agreement shall be binding upon the parties, their partners, successors, assigns, and legal representatives. Client shall not assign this Agreement without the consent of DW.
13. This Agreement may be amended or modified only by written instrument executed by both parties.
14. This Agreement (together with the attached Exhibits, which are incorporated herein by this reference) constitutes the entire agreement between the parties and supersedes prior understandings, written or oral. No waiver under this Agreement shall be valid unless it is given in writing and duly executed by the party to be charged therewith.
15. This Agreement shall be governed by the Laws of the State of Nebraska. The parties agree that venue for any dispute between them arising out of or relating to this Agreement shall be in Hall County, Nebraska.
16. In construing this Agreement, (i) the singular includes the plural and vice versa, (ii) reference to any document means such document as amended from time to time, (iii) "include" or "including" means including without limiting the generality of any description preceding such term, (iv) the word "or" is not exclusive, and (v) references to this Agreement or Sections or paragraphs of this Agreement refer to this entire Agreement including all exhibits, schedules, and Addendum attached hereto, as the same may be amended from time to time.

DESIGNWORKSHOP

Other conditions

(Insert additions and modifications to the Standard Contract Provisions.)

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ATTACHMENT B

Design Workshop, Inc.
 Landscape Architecture
 Land Planning
 Urban Design
 Tourism Planning

City of Grand Island
 Attn: Nicki Stoltenberg
 100 E. First Street
 Grand Island NE 68801

_____, 2014
 Invoice No: XXXXXX

Current Invoice Total	\$ _____
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Project TBD Grand Island and Hall County Vision Plan

Professional Services rendered from XXXX, 2014 thru XXXX, 2014

Task			Fee	Percent Complete	Earned to Date	Previous Fee Billing	Current Fee Billing
Task	010	Project Initiation	\$9,320.00	0.00	\$0.00	\$0.00	\$0.00
Task	020	Current Conditions and Future Trends Analysis	\$7,300.00	0.00	\$0.00	\$0.00	\$0.00
Task	030	Community Engagement	\$27,935.00	0.00	\$0.00	\$0.00	\$0.00
Task	040	Public Presentation	\$31,280.00	0.00	\$0.00	\$0.00	\$0.00
Task	050	Production of Vision Plan	\$13,740.00	0.00	\$0.00	\$0.00	\$0.00
Task	060	Reimbursable Expenses (Actual, not to exceed contract amount of \$12,100.00)				\$0.00	\$0.00

Total this Invoice	\$ _____
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Please include invoice number on remittance to: 1390 Lawrence Street, Suite 200, Denver, CO 80204

DESIGNWORKSHOP

Aspen • Austin • Denver • Salt Lake City • Tahoe
 1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • 303.623.5186 • 303.623.2260 (fax)

RESOLUTION 2014-83

WHEREAS, in March 2013, community minded leaders representing important stakeholder groups began to discuss a community wide visioning process and overwhelmingly validated the value and need for a vision process for Grand Island/Hall County; and

WHEREAS, the City of Grand Island issued a Request for Proposal in January 2014, in which seven bids were received; and

WHEREAS, a committee's recommendation of Design Workshop, Inc. was extended to Mayor Jay Vavricek and Hall County Board Supervisor Pam Lancaster; and

WHEREAS, on March 25, 2014 Council took action on Resolution 2014-64 to approve a community-wide vision effort; and

WHEREAS, a contract has been negotiated and agreed upon for services in an amount not to exceed \$103,210; and

WHEREAS, private funding for the Grander Vision plan has been obtained; and

WHEREAS, Design Workshop, Inc.'s process will strategically and creatively engage the full spectrum of various stakeholder groups and neighborhoods to reflect our diverse community; and

WHEREAS, the final Grander Vision plan will contain a variety of community action steps and identify responsible parties for each step necessary to achieve the overall vision.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GRAND ISLAND, NEBRASKA, that Council authorizes the Mayor to sign a contract for a community vision plan with Design Workshop, Inc.

- - -

Adopted by the City Council of the City of Grand Island, Nebraska, April 8, 2014.

Jay Vavricek, Mayor

Attest:

RaNae Edwards, City Clerk

Approved as to Form	☐ _____
April 4, 2014	☐ City Attorney