

Mississippi Drive Peer Review Services – Master Services Agreement

City of Muscatine, IA

Date: June 2015 – Project Design Completion

Mississippi Drive, a 1.6-mile corridor, currently divides Muscatine's downtown and residential neighborhoods from its waterfront: the Mississippi River, a prime recreation attraction and anchor of the city. Mississippi Drive, today, is a road that is overbuilt for one mode of transportation, the automobile. The City of Muscatine has reached its "tipping point," and is ready to modernize the Mississippi Drive corridor into a place that is safe and attractive to all roadway users with a special emphasis on creating place, which maximizes social exchange, enlivens retail, primes future economic development (infill), and enhances overall livability.

The City's revitalization and redevelopment project of the Mississippi Drive corridor is an important Complete Streets marquee project, which will serve as a catalyst in connecting and spurring excitement and new investments in the downtown and riverfront areas. This will be a model for not only Muscatine but for the entire state of Iowa and region as it will implement state-of-the-art Complete Streets tools and best practices in street design.

The City of Muscatine seeks the peer review services of Blue Zones, LLC team members Dan Burden and Samantha Thomas for various levels of peer review and guidance through all stages of visioning, design and implementation. Blue Zones, LLC is being engaged to assist the City of Muscatine in:

- Peer Review: Providing timely oversight and guidance on geometrics (intersections and street), streetscaping (including pedestrian lighting), and trail designs at conceptual levels, and 30%, 60% and 90% plan review stages;
- Public Process: Leading and assisting in, as called upon, an engaging and inclusive public process including but not limited to presentations/design visioning with the public, key city boards (i.e. planning board/commission), city council, and staff to help build capacity and social capital to ensure full project support, or buy-in; and
- Inspiration and Innovation: Providing and supporting the City in achieving desired corridor target speed, walkability, livability and economic development goals with innovative systems and tools for intersection design, on-street parking, lane configuration, crossings, among other treatments, to ensure people are put first.

In addition to the list above, if desired, services can also be provided as additional coaching and design review during construction stages. As well as, the opportunity to enhance the technical peer review, when needed, by including additional national experts on intersection and street design, economic development and the like.

Toward this end the Blue Zones, LLC team proposes an open-ended Master Services Agreement to support the City of Muscatine, providing peer review and public process support during the visioning, design and implementation stages of the redevelopment of Mississippi Drive.

Each project—a kick-off, public visioning, a document or plan review, or the like—shall be negotiated in a Statement of Work to specify the need, approach, schedule, and price.

The baseline fees for the master services agreement include:

Professional:

Dan Burden Hourly Rate: \$297.50

Dan Burden Daily Rate: \$2,975

Samantha Thomas Hourly Rate: \$119

Samantha Thomas Daily Rate: \$1,190

Direct costs (when travel is involved) will be estimated at (per person, per day):

Hotel: \$140

Food: \$75

Ground Transportation: \$75

Airfare: \$750

Statement of Work: Mississippi Drive Project Kick-off, Muscatine, IA

Date: TBD

1. THE SERVICES

This Statement of Work is designed to assist the City of Muscatine with the Mississippi Drive corridor revitalization project kick-off. The Blue Zones, LLC team, led by Dan Burden and Samantha Thomas, will lead a high-level, inspirational, overview presentation to support the “compass” setting for the work that further builds momentum by reaching more deeply into the community. As well as, leading walking audit training(s) to refine the vision for the corridor and next steps towards a community-driven and supported design.

Blue Zones is being engaged to assist the City of Muscatine in:

- Setting a tone of inspiration for the once-in-a-lifetime street revitalization project for the Mississippi Drive corridor;
- Building community momentum and awareness by leading an at-large community kick-off presentation;
- Providing education and guidance on healthy built environment best practices and tools to an [lay] audience of community members;
- Conducting a walking audit(s) to further engage the public and demonstrate the process of studying conditions and devising potential solutions;
- Supporting the engineering and technical consultant team on their approach and process of stakeholder meetings and design charrette.
- Documenting existing conditions, key findings and recommendations.

The Blue Zones team, working with the City of Muscatine, will collaborate with the hired project engineers and other local representatives to conduct a kick-off to the civic engagement and charrette process for Mississippi Drive. Blue Zones team will support the city in marketing and communications for a community-wide public presentation, community corridor vision (as needed) and further education and training via on-street mobile workshops, or walking audits. The kick-off will help the community meet desired outcomes: a more connected street that supports all users, enhances individual and community health and well-being and spurs quality economic development, advancing opportunities for all people through a more walkable street, livable city and overall better built environment.

The Blue Zones team will develop a memo (bulleted list) that summarizes the findings and key opportunities identified during the kick-off, to support the next steps of the overall corridor design process.

Schedule

DATE TBD

Day 1:

Mid-afternoon:

- Team arrives
- Project team and stakeholder kick-off meetings

Day 2:

Morning- early afternoon:

- Technical team walking audit with the to help set the context and discovery/ assessment of existing conditions
- Educational and media walking audit with the Mayor to help build media and awareness

Early evening:

- Community-at-large public presentation kick-off, vision setting (set in the evening or best time to reach largest segment of community, typically 1.5 to 2 hours)

Timeframe: 1.5 days, onsite

2. FEE

These services are provided for a professional fee of \$7,795 plus direct expenses, invoiced at cost, estimated at \$2,660.

The fee breakdown:

\$1,547 – Project coordination/management/communications support-i.e. media relations support, flyers, press release, etc.

\$6,248 – On-site Kick off and visit memo (1.5 days)