



City of Fenton

301 South Leroy Street · Fenton, Michigan 48430-2196 • (810) 629-2261 • FAX (810) 629-2004

COUNCIL WORK SESSION AGENDA
Monday, February 6, 2012
City Hall Conference Room
301 South Leroy Street
7:30 PM

1. Call to Order.
2. Roll Call.
3. Citizen Comments: Request by citizens to speak on specific agenda items.
4. Discussion on the Streetscape Design Engineering and Public Relations Plan.
5. Discussion on the Fenton “Be Closer” Campaign.
6. Discussion on a one-year extension of the City’s Landscaping Contract with CJ Callaghan.
7. Discussion on an ordinance regarding the keeping of chickens within the City of Fenton.
8. Council Member Comments.
9. Call to the Audience.
10. Adjournment.

IF ACCOMMODATIONS ARE NEEDED DUE TO A DISABILITY, PLEASE CONTACT THE CITY CLERK’S OFFICE.

FENTON DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM



DATE: January 20, 2012

TO: Lynn H. Markland, City Manager *LM*

FROM: Michael T. Burns, DDA Executive Director *MB*

RE: Streetscape Design Engineering and Public Relations Plan

The DDA has nearly completed the conceptual state of the Downtown Streetscape project. The DDA needs to begin the Design Engineering portions of this project. This phase includes gathering information regarding the site (i.e. assess roadway conditions, utility recognition and discussing possible rehabilitation), preparing contract documents and assisting with the bidding, grant obtainment and bidding assistance projects.

Both OHM and LAS have provided proposals and have separate tasks but will work cooperatively in this process. OHM will be responsible for all utility upgrades (i.e., storm and sanitary sewer) and will oversee the road improvement portion of this project and handle all of the necessary tasks listed above pertaining to that. LAS is responsible for the aesthetic enhancements of this project and will be responsible for the necessary tasks listed above pertaining to that.

Since a Downtown Streetscape Project is much more complex than a normal construction project, public relations is a key element toward a successful project. New Moon Visions has also provided a proposal to manage the public relations portion of this project. The proposal includes the cost of the entire public relations plan implementation for FY 12 through FY 14.

I have attached their proposals for review. The cost for these tasks is the following:

- OHM - \$291,910 (It is estimated that \$175,000 of this would be paid by the end of FY 12)
- LAS - \$54,600 (It is estimated that \$36,000 of this would be paid by the end of FY 12)
- New Moon Visions - \$126,000 (\$11,400 of this would be paid by the end of FY12)

All proposals are attached and I have provided estimates of how this will be budgeted for in the appropriate fiscal years.

The next phase would be construction engineering. We are not asking to approve anything regarding the construction engineering phase at this time but I have provided you with estimates from both OHM and LAS. It is strongly recommended that we don't approve any amounts at this time for that phase.

Currently our Streetscape line item has \$75,000 budgeted. To continue these projects we need to appropriate an additional \$222,400 to this line item. To complete this we can amend our current budget. We have line item amounts in our budget now that I do not foresee utilizing fully in FY 12. The following amendments are listed below and I have attached a line item budget reflecting the changes.

- Transfer \$100,000 from the Façade Improvement Program line item to the Streetscape line item.
- Transfer \$100,000 from the Master Plan Implementation line item to the Streetscape line item.
- Transfer \$25,000 from the Community Center line item to the Streetscape line item.

The remaining amounts would be budgeted in Fiscal Year 2013 (and 2014 for the PR). I made the amendments listed above as I do not foresee us utilizing the entire amount in the listed line items. There is currently no activity other than the Fenton House in the Façade Improvement Program and there is limited activity with the Community Center line item. While we may have to utilize our fund balance at a later date, these amendments allow us not to have to exhaust our fund balance at this time.

At the Tuesday January 17, 2012 DDA meeting, the board approved these proposals and is asking the City Council to allow the DDA to utilize their budget for these tasks and is requesting them to allow the DDA to make the necessary budget amendments.

The DDA Board expressed concerns at their meeting regarding the costs for the PR Plan. However, due to the nature of this project and the unique matters that we may address through this project, the Board approved New Moon Visions proposal. New Moon Visions states in their proposal that this is an estimated calculation of hours. They explained that while this is an estimate, if the City, OHM and LAS do not believe that all of these services are needed than there will be a reduction in hours and costs. Based on our current construction plan, New Moon Vision views their proposal as a worst case scenario estimate.

I am recommending that the City Council allow for the request by the Downtown Development Authority to amend their budget as listed above for FY 12 and approve OHM's proposal for the Design Engineering phase of this project at a cost not to exceed \$291,910, LAS's proposal for their design services tasks for a cost not to exceed \$54,600 for the Downtown Streetscape project and New Moon Vision's Public Relations plan for a cost not to exceed \$126,000.

FY 12 Budget Adjustments

	2012 Budget	2012 Amended Oct 11	2012 Amended Jan 12
Tax Revenue	\$ 2,026,835	\$ 2,026,835	\$ 1,982,835
Revenue Sharing	\$ (400,000)	\$ (400,000)	\$ (400,000)
Lease on Old Firehall	\$ 1	\$ 1	\$ 1
Sale of Property			
Interest	\$ 10,000	\$ 10,000	\$ 10,000
Total Revenue	\$ 1,636,836	\$ 1,636,836	\$ 1,592,836
Debt Payments			
Principal	\$ 320,000	\$ 320,000	\$ 320,000
Interest	\$ 174,422	\$ 174,422	\$ 174,422
Total Payments	\$ 494,422	\$ 494,422	\$ 494,422
Excess Revenue	\$ 1,142,414	\$ 1,142,414	\$ 1,098,414
Beginning Fund Balance	\$ 2,339,046	\$ 2,339,046	\$ 2,339,046
Available Funds	\$ 3,481,460	\$ 3,481,460	\$ 3,437,460
Operating Expenses	2012 Budget	2012 Amended	2012 Amended
Salaries	\$ 53,000	\$ 53,000	\$ 53,000
Emp Fringes	\$ 18,000	\$ 18,000	\$ 18,000
Professional Services	\$ 30,000	\$ 30,000	\$ 30,000
Marketing	\$ 136,000	\$ 142,600	\$ 142,600
Event Marketing	\$ 66,000	\$ 59,400	\$ 59,400
Appraisals		\$ 40,000	\$ 40,000
Legal Fees	\$ 30,000	\$ 30,000	\$ 30,000
Bond Fees		\$ 47,000	\$ 47,000
Insurance	\$ 15,000	\$ 15,000	\$ 15,000
Rental Property	\$ 5,000	\$ 5,000	\$ 5,000
Street Lights	\$ 8,000	\$ 8,000	\$ 8,000
River Street Utilities	\$ 5,000	\$ 5,000	\$ 5,000
Striping	\$ 3,000	\$ 3,000	\$ 3,000
Landscaping Maint.	\$ 16,000	\$ 16,000	\$ 16,000
Lawn Care	\$ 7,200	\$ 7,200	\$ 7,200
Streetscape Maintenance	\$ 20,000	\$ 20,000	\$ 20,000
Old Fire Hall Utilities	\$ -	\$ -	\$ -
Old Fire Hall Maintenance	\$ -	\$ -	\$ -
Conference and Dues	\$ 3,500	\$ 2,500	\$ 2,500
Website	\$ 3,000	\$ 3,000	\$ 3,000
Miscellaneous	\$ 7,500	\$ 7,500	\$ 7,500
Total Operating	\$ 426,200	\$ 512,200	\$ 512,200

Projects	2012 Budget	2012 Amended	2012 Amended
<i>Master Plan Implementations</i>	<i>\$ 500,000</i>	<i>\$ 1,000,000</i>	<i>\$ 900,000</i>
Old Fire Hall	\$ 400,000	\$ 400,000	\$ 400,000
Wayfinding	\$ 75,000	\$ 105,000	\$ 105,000
<i>Façade Improvement Program</i>	<i>\$ 200,000</i>	<i>\$ 200,000</i>	<i>\$ 100,000</i>
Silver Pkwy Improvements*	\$ 535,000	\$ -	\$ -
<i>Streetscape</i>	<i>\$ 75,000</i>	<i>\$ 75,000</i>	<i>\$ 300,000</i>
Handicapped Ramp @ Gazebo	\$ 80,000	\$ -	\$ -
Police Dispatch	\$ 40,000	\$ 40,000	\$ 40,000
Walnut Street	\$ -	\$ 64,000	\$ 64,000
<i>Community Center Restoration</i>	<i>\$ 200,000</i>	<i>\$ 200,000</i>	<i>\$ 175,000</i>
Total Projects	\$ 2,105,000	\$ 2,084,000	\$ 2,084,000
Total Expenses	\$ 2,531,200	\$ 2,596,200	\$ 2,596,200
Ending Fund Balance	\$ 950,260	\$ 885,260	\$ 841,260

**** Proposed amendments are in bold italics***

December 14, 2011

OHM

est. 1962

City of Fenton
301 South Leroy Street
Fenton, Michigan 48430

Attention: **Mr. Michael Burns**
Assistant City Manager

Regarding: **Downtown Streetscape & Road Rehabilitation**
Scope of Engineering Design Services

Dear Mr. Burns:

Thank you for this opportunity to provide professional engineering services for the above referenced project. We have prepared the following project understanding and scope of services to be provided by Orchard, Hiltz, and McCliment, Inc. based on our previous discussions.

PROJECT UNDERSTANDING

The project consists of roadway improvements and streetscape enhancements throughout the City of Fenton Downtown. The detailed design for these improvements will be based on the concept plans that have been developed by OHM and Landscape Architecture Services (LAS). It is our understanding that the City is contracting with LAS to complete the design phase of the streetscape project, and we will continue to work in collaboration with LAS to develop a complete roadway and streetscape project to meet the City's needs. The concept for these proposed improvements has been presented to the City DDA and City Council for their consideration in moving forward with this project.

This is a vital project for the City to improve the walkability, safety, and aesthetics of the area in order to increase the vibrancy and improve the economic development opportunity of the downtown. The design team will work closely with City representatives and engage various stakeholder groups during the plan development to ensure these objectives are met. Critical plan elements, such as the traffic control plan and project phasing, will be reviewed in public meetings to seek input and provide information.

A final set of biddable plans and specifications (contract documents) will be prepared based on input from public meetings. Permits will be obtained in order to solicit and receive bids to allow substantial project completion in 2013. A list of design tasks and specific items of scope have been listed below:

SCOPE OF DESIGN SERVICES

Task 1 – Project Initiation and Obtain Information

Under this task, OHM will gather and review information required to initiate the project. Specific work efforts include:

- Organize and attend a kickoff meeting with City staff and other consultants to discuss project approach and schedule.
- Examine existing public utilities within the project area and coordinate with City DPW staff on condition, connections, and conflicts. This information will be used to work with City DPW staff to determine the extent of utility replacement and rehabilitation that will be included in the project.

Orchard Hiltz & McCliment, Inc.
34000 Plymouth Road | Livonia, Michigan 48150
p. (734) 522.6711 | f. (734) 522.6427
ohm-advisors.com

4-1-13 11:00 AM

- Notify known utility agencies (private) of the proposed project work and assist the City in coordinating utility upgrades and relocations as necessary.
- Conduct a condition survey (log) of existing roadways within the rehabilitation area to be utilized in preparation of the contract documents. This information will include but not be limited to road dimensions, existing road surface conditions, locations and condition of structures within the paved section, pavement markings, curb & gutter, shoulders, and culverts.

Task 2 – Prepare Contract Documents

Under this task, OHM will work with LAS to develop construction plans and specifications for the project. Specific work efforts include:

- Develop roadway geometrics for the reconstruction area based on input received from the concept plan, project objectives, grading constraints, streetscape improvements, and utility considerations.
- Coordinate with the Geotechnical Engineer and assist in developing various pavement cross-sections for the proposed reconstruction and rehabilitation sections.
- Create log-style plan for the rehabilitation areas of the project.
- Evaluate sidewalk ramps to be upgraded to current ADA requirements throughout the project area.
- Prepare maintenance of traffic (MOT) plan for the project. We anticipate the MOT plan will be developed in coordination with City staff and input from downtown business owners. It is anticipated that temporary parking areas will be provided during the construction. We will assist the City in identifying possible locations for this temporary parking.
- Complete stormwater drainage calculations and develop associated plans for stormwater management within the project area. This will include catch basins, storm sewer, and sediment removal devices. Opportunities for additional water quality improvements, such as rain gardens, infiltration infrastructure, porous pavements, etc., may be included in coordination with the City Stormwater Plan that will be developed through the S2 grant program.
- Create plans for water main replacement and/or rehabilitation in the areas identified with deficient or aging water main.
- Prepare plans for sanitary sewer rehabilitation in the areas where sewer deficiencies have been identified.
- Complete pavement marking and signing details within the affected influence of the project in accordance with MMUTCD requirements.
- Evaluate grading and ROW impacts associated with the proposed work and determine construction limits.
- Prepare technical specifications and method of payment entailing materials, equipment, and labor necessary to perform the work.
- Prepare a bid sheet entailing all items of work and associated quantities.
- Hold regular project update meetings with the City representatives during the design of the project. We have planned for up to ten (10) such meetings with three (3) of these meetings dedicated to assist the City's public relations firm (New Moon) with project coordination.
- Attend up to six (6) public meetings on the project. We anticipate these meetings to be held throughout the design of the project to seek input on plan development and provide information on the project.
- Perform 50% & 100% internal Quality Control/Quality Assurance reviews.
- Hold a 50% and 100% check in with Landscape Architecture firm (LAS) to verify and confirm design between Civil drawings and streetscape design.
- Prepare a final engineer's opinion of probable cost.

- Prepare preliminary schedule for proposed work, including construction start, substantial completion, and final completion dates.
- Attend and plan one (1) meeting with the City to review contract documents prior to distribution for bid.

Task 3 – Permitting

Under this task, we will prepare and submit various permit applications that will be required for the project. Specific work efforts include:

- Prepare documents to obtain Genesee County Drain Commission (GCDC) soil erosion permit. We have included time to complete two (2) submittals, if required.
- Prepare documents to obtain a Michigan Department of Environmental Quality (MDEQ) water main permit. If required, a maximum of two (2) submittals will be completed.
- Prepare documents to obtain a Michigan Department of Environmental Quality (MDEQ) sanitary sewer permit. If required, a maximum of two (2) submittals will be completed.
- Complete application to the State Historic Preservation Office (SHPO) for review. The SHPO may have restrictions on the work that will impact historic properties within the project area. We have included time to complete two (2) submittals, if required.
- Prepare documents to obtain a Michigan Department of Environmental Quality (MDEQ) stormwater discharge permit. If required, a maximum of two (2) submittals will be completed.

Task 4 – Bidding Assistance

This task involves advertising the project for bid, evaluating bid results, and providing a recommendation of award. Specific efforts include:

- Prepare and place an advertisement for bid. The job will be advertised for three (3) weeks in with Michigan Infrastructure & Transportation Association (MITA) & Construction Association of Michigan (CAM). Any costs for advertisement will be provided to the City for payment.
- Answer questions from prospective bidders and issue addenda, if necessary.
- Attend the bid opening.
- Prepare and evaluate a project bid tab. The bid tab shall include bidding contractors' total project bid and unit price breakdown.
- Check references for the three lowest bidding contractors.
- Provide a recommendation of award to the City.
- If the City Council awards the contract, then OHM will assist in executing the Contract books including the following:
 - i. Create and mail out a Notice of Award letter to the awarded Contractor.
 - ii. Coordinate the execution of six (6) copies of contract book.
 - iii. Produce two (2) executed copies of contract documents for the City.
- If the City Council does not award the contract, then OHM will communicate that information to the appropriate Contractors.

Optional As Needed Tasks

We understand that additional funding may be sought by Fenton to help complete the project. OHM can assist the City to apply for additional funds through the MDOT Transportation Enhancement program for streetscape improvements and/or the State Revolving Fund (SRF) for stormwater improvements. This effort can be tracked and billed as hourly outside this scope of services or as part of the potential SRF/S2 stormwater planning project.

SCHEDULE

The project will commence immediately upon authorization to proceed. It is our understanding that the City would like the project to be constructed in 2013. The design work and permitting for the project would take place throughout 2012, with bidding following. It is anticipated that the project could be bid in order for construction to begin in the spring of 2013. This schedule is based upon an authorization to proceed by December 30, 2011. OHM can not control the schedule of other consultants, permit agencies, or funding agencies involved with this project. If there are any delays or issues that hold up this project that OHM is not in control of, these will be communicated to the City in a timely manner and a revised schedule can be provided.

COMPENSATION

The services outlined above will be performed on an hourly basis in accordance with the enclosed *Standard Terms and Conditions* for the not-to-exceed amount of two hundred ninety-one thousand nine hundred ten dollars (\$291,910). This amount is based on the assumptions listed below. The City will be invoiced for services on a monthly basis. The tasks outlined above are estimated as follows:

Project Initiation & Obtain Information	\$ 19,880
Prepare Contract Documents	\$ 249,980
Permitting	\$ 18,710
Bidding Assistance	\$ 3,340
Total	\$ 291,910

FURTHER CLARIFICATIONS AND ASSUMPTIONS

The above-listed scope of services was prepared with the following assumptions:

- The City will be responsible for all permit application and permit fees.
- City will obtain permanent and temporary grading easements, if required. City will acquire/complete any necessary property assessment for easement negotiations.
- No work on the existing bridge over the Shiawassee River is included in this project.
- No work is included in this proposal for street light replacement, relocation or upgrades.
- Additional infrastructure improvements for the Cornerstone development may be required but are not being included in the project at this time.
- The City has expressed interest in expanding the parking lot adjacent to the Fenton Museum and creating a sidewalk to the Gazebo in Millpond Park. These improvements are not included in the project at this time.
- All landscape architectural items as outlined in the LAS proposal are not included in the scope of services.
- OHM will be pleased to provide any additional services for this project on an hourly basis.

Services not included in this proposal:

- a. Construction phase services such as, but not limited to, construction management, construction engineering, construction administration, construction observation and/or construction layout.
- b. Wetland delineation and survey, mitigation, and permitting.
- c. Environmental assessments or reports, drainage studies, or other environmental evaluations associated with potential contaminated soils.
- d. Traffic signalization design.
- e. Funding assistance and applying for additional grants and loans that are not mentioned above or included in other initiatives that OHM is currently assisting the City with.
- f. Location of private utilities, other than requesting as-built information from private utility owners.

- g. Preparation of easement documents.
- h. Design of utility pole/light pole relocations.

Should you find this agreement acceptable, please execute both copies and return one copy to us for our files. We look forward to providing professional services on this project. If you have any questions, please contact us.

Sincerely,
ORCHARD, HILTZ & McCLIMENT, INC.



Kent Early, P.E.

Encl: *Standard Terms and Conditions*

cc: Lynn Markland, City Manager
Dan Czarnecki, Director of Public Works
Tim Juidici, OHM
File

**City of Fenton
Downtown Streetscape & Road Rehabilitation
Design Services**

Accepted By: _____

Printed Name: _____

Title: _____

Date: _____



Planning
Design
Implementation

January 9, 2012

Landscape Architecture Services
1724 Victor Ave
Lansing, MI 48910
517-582-0326
www.landscapearchitectureervices.com

Michael T. Burns
Assistant City Manager
Executive Director - Downtown Development Authority
City of Fenton
301 South Leroy Street
Fenton, Michigan 48430

**RE: City of Fenton 2013 Streetscape/Downtown Improvements
Proposal for Professional Services – Landscape Architecture**

Dear Mr. Burns:

In May of 2010 the city of Fenton hired a planner to assess their downtown and to make recommendations to improve vehicular and pedestrian flow, the downtown aesthetics, and to make downtown Fenton a safer and more walkable community.

Following the completion of that study and other conceptual planning, the city contracted with Landscape Architecture Services (LAS) to prepare a conceptual plan for improvements to the downtown area, incorporating the recommendations from the May 15, 2010 report completed by the planning consultant.

LAS has worked closely with city staff, as well as the city's engineering consultant OHM, to develop a final conceptual streetscape plan for downtown. In addition to working with the city staff, LAS and OHM have met several times with the Downtown Development Authority, as well as their design sub-committee, to review the plan during its development. Pending approval to proceed from the City Council, LAS will continue working on the Enhancement Grant application (TEA-21) to submit to the Michigan Department of Transportation (MDOT) no later than January 30, 2012.

Project Kick-off and Programming

Upon contract award, Landscape Architecture Services (LAS) will attend a kick-off meeting with the City, their engineering consultant OHM, and any other stakeholders they feel should be included. The primary purpose of the meeting will be to establish a specific design schedule, and to clarify any outstanding issues relative to the concept plans. As discussed at the January 6, 2012 meeting, LAS will also attend regularly scheduled project design meetings (meeting interval to be determined at the kick-off meeting), as well as all public meetings held during the duration of the project. We anticipate ten (10) project design meetings and up to six (6) public meetings to be held during this time.

Schematic Design (Design package 30% complete)

Using the current conceptual plan as a reference, LAS will begin to develop the schematic design package. LAS will use the preliminary road, curb, and parking layout(s) created by OHM as their base plan. At this point we will begin choosing preliminary locations for streetscape items such as street trees, planters, site furnishings, and areas for decorative pavement. LAS will collaborate with OHM on the layout of sidewalks and crosswalks. During schematic design we will also begin looking at different types of paving materials, site furnishings, colors, and finishes.

Together with OHM, a final schematic plan will be prepared and submitted to the city for review. LAS will document the feedback regarding the streetscape design at this meeting, develop an itemized list, and submit it to the city and DDA for review. This feedback will be utilized during the design development phase of the project.

Design Development (Design package 70% complete)

After the conceptual plan is approved by the DDA, LAS will begin the design development phase. We will begin by meeting with city staff and OIIM to discuss the progress to date, upcoming deliverable dates, the feedback gathered during the presentation to the DDA, and to discuss the schedule for the remainder of the project.

Following this meeting we will begin developing the design package, which will include but may not be limited to the following plan sheets:

- Demolition/Removals
- Site/Streetscape Layout
- Planting Plan
- Irrigation Plan
- Irrigation Details
- Streetscape Details
- Planting Details
- Preliminary Notes and Specifications

Continued coordination will take place between LAS and OHM so that items on the Demolition/Removals sheet(s), Site Layout sheet(s), and the Details sheet(s) will not be duplicated.

In addition to refining and developing the design drawings, LAS will update the cost estimate. When complete, we will meet with the city to review the design drawings and cost estimate. At the city's discretion, OHM may attend this meeting as well.

Construction Documents (Design package 100% complete)

After receiving approval from the city on the Design Development drawings, LAS will proceed with completing the construction documents. Any design changes or modifications discussed at the previous review meeting will be implemented at this time. Final layout, plant selection, site furnishing selection, and material selection will be done at this time as well.

*City of Fenton Downtown Streetscape
Professional Services for Landscape Architecture
Scope of Services*

The construction documents will include the plan sheets outlined above, written specifications (either 8.5" x 11" or on the plan sheets), final cost estimate, and a bid sheet as needed. Quantities will be shown on the sheets, and will follow the MDOT format unless otherwise indicated by the city.

Prior to submitting the package to the city, LAS will meet with the city, DDA subcommittee, and OHM to review the content of the plans, specifications, and cost estimate to make sure there are no overlapping or duplicated items.

Bidding Services

LAS will assist the city during the bid process. Our bidding services include:

- Attend a pre-bid meeting as scheduled by the city.
- Address contractor questions during the bid period.
- Prepare any necessary addenda relative to the streetscape work.
- Assist the city in reviewing the bids for the streetscape portion of the project.
- Prepare a bid tabulation for the streetscape portion of the project, or work with OHM to develop an overall bid tab.
- Submit a letter of recommendation to the city based on checking the references of the lowest, most qualified bidder.

Additional Services

LAS will make all of their drawings, figures, and estimates available to the city's public relations consultant, New Moon, for purposes of public awareness, involvement, and presentation. An allowance of 20 hours is included in our proposed fee to cover the anticipated time for assisting New Moon.

Project Assumptions

In preparing this proposal, LAS has assumed the following:

- The project limits are defined as: South Leroy Street from Silver Lake Road to Elizabeth; and North Leroy Street from Silver Lake Road to Sixth Street.
- It is anticipated that the design process will begin mid to late January, 2012 and will continue through October 31, 2012. We understand that the city wants to let this project for late 2012/early 2013 bidding in time for the 2013 construction season. Completing the construction documents on or before October 31, 2012 assumes all city or other agency reviews take place in a timely manner. LAS has no control over the time it takes state or regional agencies to review the documents.
- The streetscape design will comply with federal, state, and local authority standards that apply.
- Plans will follow LAS/OHM cad standards unless other standards are provided by the city.
- The city will provide any necessary documentation or information required for State Historic Preservation Office (SHPO) and/or the Michigan Department of Transportation (MDOT) approval.
- All fees associated with any required local or regional plan review shall be paid by the city of Fenton.
- The contractor will be responsible for any regional or local construction related permits.
- The contractor will be responsible for construction staking. LAS will provide AutoCAD compatible drawing files (.dwg files) for the contractors use is requested.

*City of Fenton Downtown Streetscape
Professional Services for Landscape Architecture
Fee Proposal*

Project Fee

The above described work will be completed on a time and materials basis with a maximum not to exceed amount of \$54,600 (FIFTY FOUR THOUSAND SIX HUNDRED DOLLARS AND NO/100). Any changes or modifications to this scope shall be handled via contract amendment, and shall be agreed upon by both the City of Fenton and LAS prior to commencing with the additional work.

We anticipate approximately two thirds of this fee (\$36,400) will be expended before the end of the city's fiscal year, June 31, 2012. Invoices will be presented to the City of Fenton on a monthly basis reflecting the actual level and description of work completed.

Thank you for this opportunity to work with the city of Fenton once again.

Sincerely,

LANDSCAPE ARCHITECTURAL SERVICES



Joe Wright, RLA
Owner/Project Manager
Landscape Architecture Services

Approved by: _____

Memorandum

OHM

Date: January 12, 2012

To: City of Fenton
301 South Leroy Street
Fenton, MI 48430

Attn: Mike Burns, Assistant City Manager

CC: Kent Early, OHM

From: Tim Juidici 

Re: Downtown Road/Streetscape Estimate of Construction Services

As requested, we have evaluated the Downtown Road Rehabilitation project in order to provide an estimate of construction services for your use in advanced budgeting for the next two years. Based on the current concept plan, we anticipate that the construction can be completed in one season (2013). The estimated amount to provide construction services, including staking, observation, engineering, & contract administration, is \$380,000. For planning purposes, approximately \$150,000 should be allocated to FY13 and \$230,000 allocated to FY14. Please note that this is an estimated amount. The actual amount of construction services may be more or less depending on the final scope and schedule of the project.

Feel free to contact me if you have any questions or need additional information.



Planning
Design
Implementation

Landscape Architecture Services
1724 Victor Ave
Lansing, MI 48910
517-582-0326
www.landscapearchitectureservices.com

January 9, 2012

Michael T. Burns
Assistant City Manager
Executive Director - Downtown Development Authority
City of Fenton
301 South Leroy Street
Fenton, Michigan 48430

RE: City of Fenton 2013 Streetscape/Downtown Improvements
Proposal for Construction Services – Landscape Architecture

Dear Mr. Burns:

At your request LAS is providing you with an anticipated cost for construction engineering services for the 2013 Downtown Streetscape project. *This is not a final proposal, and the hours shown are only estimated,* but hopefully this will give you what you need for your immediate budgeting purposes. Please let me know if you need any additional information for now, and I'll be glad to get that to you.

Our anticipated Scope of Services for the streetscape portion of the project shall include:

1. Coordinate with the project manager and construction coordinator OHM and city staff before the construction kick-off meeting to discuss the bid results and any other outstanding issues.
2. Attend the construction kick-off meeting.
3. Provide full time on-site construction observation during streetscape construction operations. A preliminary schedule will be developed following the pre-construction meeting.
4. Document in a daily log the construction activities.
5. Condense the daily logs and submit a weekly summary of the construction activities.
6. Assist the city with construction related change orders.
7. Approve shop drawings for site furnishings and other site/landscape related items.
8. Review the streetscape portion of the pay applications.
9. Attend construction progress meetings.

10. Conduct a walkthrough at the end of the project with the contractor(s) to develop a punch list.
11. Conduct a final walkthrough with the contractor and a representative of the city.

Project Assumptions

- LAS will not perform materials testing of any kind, but will be responsible for the streetscape construction observation only, which includes the following:
 - concrete sidewalks, including subbase
 - concrete subbase for brick pavers (sidewalks and crosswalks)
 - brick pavers (sidewalks and crosswalks)
 - planters, plant installation, including topsoil and mulch
 - irrigation system
 - site furnishings
- LAS will maintain regular contact with OHM and the cities construction coordinator.
- We anticipate at six to seven month construction period, and are assuming the streetscape installation operations will be going on for at least four or five months. We understand that while some days will only require part time observation, most days will require full time observation. We also understand that there may be unforeseen or unanticipated conditions that may shorten or lengthen the construction duration.

As a "high end" estimate, assuming five workdays per week for five months, our fee is based on a 100 work day schedule assuming an average of 8 hours per day, for a total of 800 work hours. This includes time to attend meetings, be on-site, prepare daily and weekly logs, and coordination with OHM and city staff. We will submit a weekly report to the city documenting our hours worked for each week, as well as total hours worked to date. Should we anticipate going over 800 hours, we will discuss a contract modification with the city at that time. If we end up using less than 800 hours, we will bill the city only for those hours worked.

Based upon these assumptions, the above work will be completed by LAS for a fee of Fifty Two Thousand dollars (\$52,000.00)

Sincerely,

LANDSCAPE ARCHITECTURAL SERVICES



Joe Wright, RLA
Owner/Project Manager



Fenton DDA Streetscape Marketing & PR Campaign Marketing Service Plan

Presented by New Moon Visions
January 2012

Pre-Construction

March 2012-March 2013

- | | |
|--|--|
| March 2012 -
March 2013
24 hrs | Quarterly Merchant Meetings: Quarterly merchant meetings to keep merchants informed of changes to construction plans, timelines, campaign information, etc., and to allow a forum for discussion, questions and concerns. |
| March 2012 -
March 2013
24 hrs | Monthly Administrative Meetings: A marketing, engineering, construction and DDA representative will meet monthly to stay up-to-date on the project. |
| April 2012 -
May 2012

60 hrs | Merchant Survey: A door-to-door merchant survey will be conducted with a marketing and engineering representative present. This survey will allow each merchant to make sure the needs of his/her business is considered during both the construction and campaign. Special needs may include public access, water access, parking, signage, etc. |
| April 2012 -
March 2013

15 hrs | Communications Network Development: Reach out to the merchants and public who would like to stay up-to-date on streetscape project info. Gather email addresses, consider development of dedicated social media network. Build these networks with preliminary information and development of eNews templates. |
| May 2012 -
March 2013
12 hrs | Press Releases: Development and distribution of press releases regarding the upcoming streetscape project and campaign. |
| May 2012 -
June 2012

30 hrs | Identify Community Partners: A marketing and DDA representative will meet with community partners who may be impacted or are likely to support the project. The goal of these partnerships will be to broaden our communications network, create positive energy about the project throughout the community and generate support for patronizing downtown merchants throughout the project. |
| July 2012 -
Sept 2012
50 hrs | Campaign Brand Development: Develop a brand for the streetscape campaign complete with logo, advertising themes and a PR and advertising plan for this brand |
| Oct 2012
15 hrs | Web Presence: A dedicated page on the FentonBeCloser.com site will be developed for up-to-date streetscape information. |
| Oct 2012
20 hrs | Development of Marketing Pieces: Marketing pieces, such as a map including detours, construction schedules and business information will be developed to distribute to the public throughout the campaign. |

Nov 2012 **Public Streetscape Introduction Meeting:** After the campaign is developed, a public meeting will be held to inform residents of the project and campaign, along with tips for detours, timeline information, etc. Residents in neighborhood surrounding the project area will be specifically targeted.
25 hrs

Jan 2013 - **Signage Plan:** Develop a plan for signage during construction to include
March 2013 walkways, businesses awareness and appreciation for public patience.
15 hrs

Jan 2013 **Tool Kit:** In addition to meetings and online communications, a handy printed information guide will be developed and filled with tools to assist merchants throughout the construction process. The kit will include contact lists, FAQs, project facts, timeline, and project map, traffic circulation, parking, loading and deliveries, scheduled meetings, marketing and promotions, event schedule, and communications information. Tool Kit will be delivered door to door to merchants.
20 hrs

Jan 2013 **Contingency Fund:** Miscellaneous unforeseen circumstances
20 hrs

Pre-Construction Totals

Total Hours: 330 hours (\$33,000)

FY 2011-12: 114 hours (\$11,400)

FY 2012-13: 216 hours (\$21,600)

Construction

April 2013-September 2013

April 2013 - **Monthly Merchant Meetings:** Informal meetings will be held with DDA staff,
Sept 2013 engineering, construction and marketing representative to keep merchants
18 hrs informed of changes to construction plans, timelines, campaign information, etc.,
and to allow a forum for discussion, questions and concerns.

May **Merchant Outreach:** Customer service and consultations door to door
10 hrs

April 2013 - **Monthly Administrative Meetings:** A marketing, engineering, construction and
Sept 2013 DDA representative will meet monthly to stay up-to-date on the project.
12 hrs

April 2013 - **Weekly Office Hours:** Once a week DDA staff representative will be available to
Sept 2013 answer questions and address concerns in a visible and accessible place during
0 hrs regular hours. An example might be every Monday at the French Laundry's café
between 8 and 10 am.

April 2013 - **Streetscape Customer Service:** City Hall acts as customer service point for all
Sept 2013 questions and concerns throughout project. Dedicated email address created
0 hrs for inquiries and a forwarded to appropriate representative.

April 2013 - **Bi-monthly eNews Updates:** All who are interested in streetscape information
Sept 2013 will receive an eNews blast twice a month.
36 hrs

April 2013 - **Streetscape Campaign Brand Maintenance:** This will include such tasks as
Sept 2013 implementing the advertising and PR plan, updating the website, social media
210 hrs maintenance, distribution of marketing materials.

- April 2013 - Sept 2013
25 hrs **Implementation of Signage:** As construction progresses, the maintenance and changing of signage will be necessary.
- April 2013 - June 2013
30 hrs **Schools Outreach:** Develop and implement a program to engage students in the project, such as a public student art display or construction tour day.
- June 2013
40 hrs **Mid-Point Check-in:** Marketing and engineering representatives make door-to-door visits with merchants to update them on progress, field questions and address concerns.
- June 2013
25 hrs **Construction Themed Retail Event:** An event is organized to encourage shopping and dining in construction zone during a particular week, day or recurring day.
- Sept 2013
10 hrs **Merchant Outreach:** Customer service and consultations door to door
- Sept 2013
50 hrs **Contingency Fund:** Miscellaneous unforeseen circumstances

Construction Total
Total Hours: 466 (\$46,600)

Post-Construction
October 2013

- Oct 2013
5 hrs **Wrap-up Merchant Meeting:** A final merchant meeting is held to field final questions, hear a summary of the construction
- Oct 2013
8 hrs **Wrap-up Merchant Survey:** An online survey is created and sent to merchants to measure feedback on the streetscape project, responsiveness to concerns, impact to businesses etc.
- Oct 2013
15 hrs **Public Relations Push:** A renewed push of the Be Closer brand campaign celebrating the new streetscape is implemented to garner attention.
- Oct 2013
30 hrs **Streetscape Completion Celebration:** Streetscape celebration serves as ribbon cutting ceremony, press conference, thank-you to partners and merchants, and community celebration downtown.
- Oct 2013
6 hrs **Contingency Fund:** Miscellaneous unforeseen circumstances

Post-Construction Totals
Hours 64 (\$6,400)

Streetscape Marketing & PR Campaign Services Total
Total: 860 hours* (\$86,000)
FY 2011-12: 114 hours (\$11,400)
FY 2012-13: 496.5 hours (\$49,650)
FY 2013-14: 249.5 hours (\$24,950)

**This is an estimated calculation of hours. There could be delays and timeline changes during any construction project. If the project takes longer or shorter than time estimated, it would result in increased or decreased marketing communications services and cost.*



Fenton DDA Streetscape Marketing & PR Plan		
2011-12		
Pre-Construction Marketing Services- See Streetscape campaign plan	114 hrs	\$11,400.00
Total 2011-12		\$11,400.00
2012-13		
Advertising/Promotion	Media Items to be considered: Print, Cable or Radio Promotional Signs, Banners, Posters, Flyers, Printing Direct Mail, Specialty Advertising Contingency Fund: misc. unforeseen costs	\$30,000.00
Construction Marketing Services- See Streetscape campaign plan	496.500	\$49,650.00
Total 2012-13		\$79,650.00
2013-14		
Advertising/Promotion	Ribbon Cutting-Street Party Community Celebration Invitations, decor, entertainment, etc.	\$10,000.00
Construction & Post Construction Marketing Services- See Streetscape campaign plan	249.5 hrs	\$24,950.00
Total 2013-14		\$34,950.00