



**RFI: Normandy Oaks and Central Park Landscape Architectural,
Engineering and Construction Services
RFP-SBP-RO-17-034**

Royal Oaks Parks and Recreation Department

May 10, 2017



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Mr. Jeff McCormick
Purchasing Agent
Finance Department
211 South Williams
Royal Oak, Michigan 48067

**RFI: Normandy Oaks and Central Park Landscape Architectural, Engineering
and Construction Services: RFP-SBP-RO-17-034**

Dear Mr. McCormick:

Russell Design and team members; Anderson, Eckstein and Westrick, McKenna Associates, Access to Recreation, Mielock Architects, and G2 Consulting Group share your enthusiasm and would be honored to join you, your commission, and the residents of Royal Oak in a collaborative design effort toward the successful realization of the anticipated park improvements for Normandy Oaks and Central Park.

At the pre-proposal meeting, April 19, 2017 the scope of work was modified from what was presented in the RFP. It is our understanding that the scope of work for Central Park has been limited to one public engagement meeting. Additional public meeting related to Central Park will be billed as an additional service. See compensation section.

The scope of work for Normandy Oaks will also include one separate public engagement meeting. Additional public meeting related to Normandy Oaks will be billed as an additional service. See compensation section. We understand overarching goal for Normandy Oaks is to develop a regional, world-class outdoor recreation destination. The scope of work for Normandy may include, but not be limited to; a splash pad, enhanced park entrance, play structures, accessible trail system, soccer fields, pavilions, and additional site improvements.

Each team member has been hand selected to provide specific expertise for your projects and will work as a cohesive team with you to provide accurate analysis and interpretation of the parks and recreation master plan. Existing site conditions and program components will be evaluated to ensure the park design successfully addresses the goals set forth in the master plan and carefully considers accessibility and inclusion requirements with cost effective and ecologically sensitive design solutions.

McKenna Associates team members are IAP2 certified and will facilitate the visionary workshops for both parks. The goal of these comprehensive meetings is to gather public comments and programmatic direction. We have also included optional methods in our proposal to provide other creative opportunities to seek public and municipal personnel input for the proposed improvements for each park site. We will discuss these options with you and determine the best method(s) to use at our kick off meeting

Access to Recreation team members have an intimate working knowledge of the Americans with Disabilities Act (ADA), the ADA Accessibility Guidelines (ADAAAG), Universal Design Principles, the Architectural Barriers Act (ABA), and the accessibility guidelines for the proposed rule for Outdoor Developed Areas.

Our team would welcome the opportunity to meet with you to discuss how we can contribute to strengthening the bond between the environment, recreation and the residents of a Royal Oak.

Sincerely,
RUSSELL DESIGN, INC.

Marc R. Russell, RLA
Principal

**CITY OF ROYAL OAK, MICHIGAN
REQUEST FOR PROPOSAL
NORMANDY OAKS AND CENTRAL PARK LANDSCAPE ARCHITECTURAL, ENGINEERING AND
CONSTRUCTION SERVICES
RFP-SBP-RO-17-034**

TO: FINANCE DEPARTMENT, CITY OF ROYAL OAK, MI

The undersigned hereby offers to furnish to the City of Royal Oak all materials and/or services at the prices quoted in conformance with the city's specifications described herein:

The firm certifies that this proposal is in complete compliance with all specifications except as specifically listed on the following lines (use additional sheet if necessary):

NONE

PROPOSAL FIRM FOR: 90 DAYS (LENGTH OF TIME-90 DAYS MINIMUM)

LEGAL IDENTIFICATION

NAME OF COMPANY: RUSSELL DESIGN, INC.

COMPANY ADDRESS: 777 GRACE STREET, SUITE 2A

NORTHVILLE, MICHIGAN 48167

PHONE NO.: 248.374-3222 FAX NO.: NONE EMAIL: marcr@russelldesign.net

PROPOSAL PREPARED BY: Marc R. Russell Owner
(Typed Name of Individual) (Title)

AUTHORIZED SIGNATURE: 

DATE SUBMITTED: May 10, 2017

**CITY OF ROYAL OAK, MICHIGAN
REQUEST FOR PROPOSAL
NORMANDY OAKS AND CENTRAL PARK LANDSCAPE ARCHITECTURAL, ENGINEERING AND
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Cost proposals shall include all anticipated costs for services including, but not limited to external costs (customer surveys, external research, travel, etc.), and shall include a not to exceed fee total for the proposed NORMANDY OAKS LANDSCAPE ARCHITECTURAL, ENGINEERING AND CONSTRUCTION SERVICES.

Please attach a detailed itemization of all costs for services in the scope of work and deliverables.

**NOT TO EXCEED FEE TOTAL
FOR NORMANDY OAKS AND CENTRAL PARK LANDSCAPE ARCHITECTURAL, ENGINEERING AND
CONSTRUCTION SERVICES:**

NORMANDY	\$ 200,567.00
CENTRAL PARK	\$ 10,964.00

If any additional services are proposed by your company, please outline these and their costs as separate from those services originally requested.

ADDITIONAL PROPOSED SERVICES:

See specific line items in the compensation section of our proposal

Company Background and Sub-Consultant Team

Russell Design will be the primary contact for the project and project manager for the team. Marc Russell will be directly involved throughout the project. Marc Russell will be the primary design lead for the project and will manage all aspects of the involvement of the sub-consultants

Russell Design, Inc.

114 Rayson Street, Suite 2A101

Northville, Michigan 48167

P: 248.374.3222

C: 248-231-0895

Contact: Marc Russell, RLA, Principal and Owner

marcr@russelldesign.net

www.russelldesign.net

Russell Design is a Landscape Architectural Design and Planning firm formed in 1999. We currently have two licensed landscape architects on our staff. Russell Design is an S-corporation and is licensed to operate in the State of Michigan

McKenna Associates

235 East Main Street, Suite 105

Northville, Michigan 48167

P: 248-596-0902

F: 248-596-0930

Contact Person: Sarah Traxler, AICP, Vice President

McKenna Associates will lead and facilitate all public engagement meetings. McKenna is incorporated and licensed to operate in the State of Michigan

Access to Recreation Group, LLC

2454 Lamplighter Dr., Jenison, MI 49428

O: 616-669-9109

C: 616-560-2378

Contact: Cynthia Kay Burkhour, MA, CTRS, CPRP

Access to Recreation Group will be directly involved in the development of the park's design to ensure the design complies with all applicable state and federal guidelines for accessibility, inclusion and universal design principles. They are also highly qualified to provide therapeutic recreation design. Cindy Burkhour will be directly involved throughout the project.

Access to Recreation Group is incorporated and licensed to operate in the State of Michigan.

Mielock Associates, Inc.

114 Rayson Street, Suite 2B

Northville, Michigan 48167

P: 248.349.2708

F: 248.349.2522

Contact: Dave Mielock, Principal and Owner

Mielock Associates will provide architectural services for this project and Dave Mielock will be directly involved throughout the project.

Mielock Associates is incorporated and licensed to operate in the State of Michigan

Anderson, Eckstein and Westrick, Inc. (AEW)

51301 Schoenherr Road

Shelby Township, Michigan 48315

P: 586.726.1234

F: 586.726.8780

Contact: Roy Rose, President

AEW will provide topographic and tree survey, civil engineering, structural and geotechnical engineering and MEP services for the project.

AEW is incorporated and licensed to operate in the State of Michigan

G2 Consulting Group

1866 Woodslee Street

Troy, Michigan 48083

P: 248.680.0400

F: 248.680.9745

Contact: Jason Stoops, Associate

G2 Consulting Group will provide geotechnical engineering, environmental and testing services.

G2 Consulting Group is limited liability company licensed to operate in the State of Michigan

Our Understanding of the Project

Following the pre-proposal meeting, April 19, 2017, the scope of work has been modified from what was published in the RFP.

Central Park

Due to the long-time frame, and unknown programming for the buildings and site for Central Park, we have been asked to provide a public engagement process only. We have included one public engagement meeting in this proposal. Under the compensation heading we have included a separate fee for subsequent public engagement meetings if necessary. This collaborative process will begin to identify key components the public desires for the future civic space, however, we must understand the outcome of this collaborative process will likely be tested, and possibly modified to conform to the new building layout, uses and overall site development.

Normandy Oaks

We have been asked to include one citizen engagement meeting in this proposal. Under the compensation heading we have included a separate fee for subsequent public engagement meetings if necessary. During this collaborative process, we will test the preliminary programming components identified in the RFP and the goals and objectives outlined in the master plan.

We understand the goal for the design of Normandy Oaks, is to develop a regional world-class destination incorporating the preliminary programming components including, but not limited to, a splash pad, enhanced park entrance, play structures, accessible trail system, soccer fields, pavilions, and additional site improvements. We must also be cognizant of the opinions gathered from the public survey and resulting goals and objectives of the 2013-2019 Master Plan. As stated in the master plan, 42% of the of those surveyed, indicated that developing new parks was “not important”. Maintenance and improvement of existing facilities, services and programs were key objectives mentioned in the Master Plan. The goals and objectives outlined in the Master Plan will serve as a basis to begin discussions and develop future programming for Normandy Oaks.

Another key component that will need to be addressed during the public engagement process and throughout the design and construction of Normandy Oaks will be the future residential community proposed in the southwest corner of the site and the existing residential communities to the north and east to ensure the integrity of these neighborhoods is maintained while providing appropriate accessibility, safety and connectivity.

The existing Elks Park, east of the proposed detention ponds, will be studied to determine the feasibility of incorporating this neighborhood park into the Normandy Oaks park site.

Approach

As ultimate design objective for Normandy Oaks and Central Park must create a world-class solution that reinforces a sustainable landscape and complementary architecture to

evoke the spirit of the existing landscape and reinforce the community voice and goals and objectives of the Master Plan. Both parks should be welcoming, accessible and comfortable, but also memorable by design quality. Each park should strive to achieve an authenticity rooted in the communities' heritage, while transforming the park into a public gathering place that will contribute to strengthening the bond between the environment, education, recreation, residents, and visitors.

Exceptional recreational and educational opportunities are abundant throughout the 40-acre Normandy Oaks site. Programming for future park uses illustrated in the 2013-2019 Master Plan will celebrate these resources by providing formal and informal recreational and educational programs for the residents of Royal Oak and Oakland County.

Normandy Oaks and Central Park will serve as a model for future sustainable park development within the Royal Oaks park system and should strive to achieve the following objectives:

- Enhance and preserve the appearance of the park site and managing the property through environmental stewardship as a natural area; protect soil, water, vegetation and animals.
- Accommodate programming requirements listed in the master plan to provide unlimited, innovative recreational and educational opportunities for park users of all abilities.
- Design park components to blend harmoniously into the natural environment while supporting the design and programming objectives.
- Celebrate naturally sensitive areas; promote environmental stewardship and public awareness of the complexities of the outdoor environment and its connectivity to human health and awareness.
- Introduce way-finding and interpretive signage that complies with universal design principles by providing visual, audio and tactile signage to enable all park users to become immersed in the natural environment.
- Incorporate the principles of universal design to ensure a seamless transition throughout the site to provide park users of all abilities the opportunity to access the entire park.
- Employ sustainable design principles to ensure the proposed program and its ancillary uses protect and enhance environmentally sensitive areas while employing sustainable strategies to provide an energy efficient, cost effective design solution.
- Provide a passive and active recreation system that promotes healthy lifestyles.

- Incorporate soft engineering storm water management practices to direct and treat surface water runoff from soft and hard surfaces.
- Incorporate native plant material and grass species to reduce dependency of required irrigation practices and maintenance.

Design factors associated with the enhancement of existing park entry, access drives and parking areas, passive and active recreation components, open spaces, preservation areas, accessible walking paths, pedestrian amenities, historic and environmental interpretive signage and a user-friendly way-finding system will be addressed during the public engagement and developed throughout the design process.

Site and building design will effectively incorporate universal accessibility and sustainable principles to create connectivity throughout the park, enabling park users of all abilities to enjoy the environmental diversity and the intrinsic natural beauty of the park's landscape.

The Team proposes the following Work Plan for the development of the Normandy Oaks. Our work plan is based upon the RFP-SBP-RO-17-034 and the proposal meeting.

Project Initiation and Organization

Project Kick-Off: Following authorization to proceed, the first task will be to convene a meeting between the Team, the City and an appointed Advisory Group. The purpose of the meeting will be to review the proposed work plan, work schedule and establish communication lines and feedback mechanisms.

If deemed appropriate, we will assist the City to set up a website link dedicated to the project, through which we can post meeting minutes, drawings, and other project information. Passwords can be set up to allow a variety of users, including parks staff, community stakeholders, and the public different levels of access to project information.

Site Reconnaissance: Following the kick-off meeting, on the same day, the Design Team will conduct a field trip to visit the park with staff, Advisory Group, Parks and Recreation Commission members to discuss the programming opportunities and development constraints of the site. We will also begin analyzing existing conditions, adjacent land uses, circulation patterns, landform and environmental factors, and views into and out of the park.

Data Collection: The following is an initial list of information that should be available at the Kick-Off Meeting. Electronic and/or hard copies of the following should be provided to the design team.

- Topographic Survey, Tree Survey and Wetland Delineation for proposed residential project.

- Pertinent plans, documents, surveys and drawings and maps of the park site and adjoining properties.
- Boundary survey for park site and proposed residential project.
- Available Environmental information and reports.
- Available Testing results for proposed residential project.
- City and County maps illustrating road rights-of-way and property lines and any easements.
- Current aerial photographs of the site and adjacent properties
- Property ownership
- Current Parks and Recreation Master Plan
- Zoning Ordinance and Map
- City, County and State and related agency contact information
- Listing of current projects in the City/County that may impact the proposed park site
- Projects not yet in the pipeline, but the City/County are aware of

Situation and Assessment

Existing Conditions Mapping: Using provided base maps, aerial photographs and the information provided by City departments and any required field verification, our Team will prepare a data base as necessary to assist in the design for Normandy Oaks. We will provide additional topographic and tree survey related to the 40-acre park site and Elks Park as needed.

Inventory and Assessment: It is our understanding that previous studies and relevant studies for the park site will be made available to the successful proposer. These findings will be thoroughly reviewed to identify elements that embody the park's character. We will perform an ADA evaluation of play equipment and uses at Elks Park. We will also identify and map soil type and characteristics related to scope of work.

Environmental Assessment: We understand any on-site assessment and evaluation characterizing the existing land cover types and predominant plant species, will be made available to the successful proposer. We will also identify and map existing soil types and characteristics.

Proposed Public Engagement Methods

Our understanding of the public engagement environment in Royal Oak was described in our earlier submittal. Now, based on additional information gleaned from the pre-proposal meeting, and from conversations with City leaders and additional research, we have put together the following proposed program for engaging your residents and visitors. Importantly, though – as a reminder – our team's public engagement philosophy is to:

- Be *respectful* of residents' time and attitudes.
- Provide residents with *multiple opportunities for input*, as described below.
- Be straightforward and forthcoming in establishing the role their participation will play in decision-making, whether they are empowered (most powerful role) or advised (least powerful role) – though most engagement processes fall somewhere in between those two poles. The Public Engagement Program we develop will be fashioned around the role the City wishes to grant its residents.
- Conduct public engagement activities with friendly yet professional demeanors.
- Follow through on any and every promise made to the public.

Please note that we are still able to adjust our program based on the City's desires and local understanding of what has worked (or has not) during past processes – flexibility is critical during public engagement process development.

1. **Normandy Oaks** – We believe that it's important to engage key stakeholders early in the Normandy Oaks planning and design process, and propose the following public engagement methods for doing so:

- A. **MySidewalk Online Forum (ongoing)** – McKenna Associates has contracted with MySidewalk, a virtual town hall service dedicated to municipal and government projects. MySidewalk would allow the Russell Design team to solicit input from the largest number of people possible – people who always attend public meetings and workshops, AND people who never do, but would like to be engaged in the planning process. MySidewalk would provide a forum and platform that allows for broad-based input.

We would create a collaborative site map that enables any user to add both “insights” and “ideas.” The map could serve as an on-line catalogue of community concerns and help to identify necessary improvements from the ground up. Previous uses of this tool have provided the process with hundreds of specific ideas and thousands of views by local residents. The resulting map can be analyzed through GIS.

Additionally, we will establish a list of questions (or set survey) at the onset of the Public Engagement Program, approved by the City. These questions would be released regularly on the site throughout the project, and serve as moderated vehicles for resident input.

Finally, the MySidewalk Online Forum would be linked to the City's website, and could serve as the project website (as referred to on prior pages of this proposal) throughout the planning, design and construction processes.

- B. **Vision Forum** – To great effect, the Russell Design team has conducted dozens of vision forums for public planning processes,

allowing our team members to facilitate “drilling down” to participants’ specific visions and desires for parks (both in the affirmative – “what do you envision at Normandy Oaks?”, and negative – “what should not be included in this park?”). For this planning and design effort, we propose – as part of this proposal’s base fee – one vision forum. We will take care to not duplicate past visioning exercises by working with the City, and will leave this event with an understanding of the participants’ priorities for how Normandy Oaks should develop. During vision forums, we typically present the planning and design process as an introduction to the group, then break the groups into smaller tables for facilitated discussions and exercises that help us get to the heart of what Royal Oak residents aspire to, wish to preserve, and/or would like to improve upon.

- C. **Unlimited Telephone Interviews (ongoing)** – The Russell Design Team and our partners will conduct an unlimited number of telephone interviews as part of this proposal. This is critical to project success, as some of the key stakeholders will not be able to participate during the focus group meetings or public forums. We will work with local, County, regional and State stakeholders through voice and electronic communications.
- D. **Publicity** – The Russell Design Team will prepare a Public Engagement Publicity Plan for the Normandy Oaks engagement efforts, and will integrate the messaging, posting and information flow into the MySidewalk online platform (which could serve as the project website). We would work with the City to develop content for City newsletters, the City’s active Facebook feed, and for other City or community-wide publications, to publicize the Public Engagement Program.

- 2. **Central Park** – We understand that the City is interested in performing advance public engagement for downtown’s Central Park in the near future, and will defer until later the park planning and design. We believe the following methods are appropriate, though the audience of engaged individuals and groups may vary from those with Normandy Oaks. For example, would the City wish to engage visitors to downtown who aren’t residents? These questions must be answered before the public engagement program is finalized.

- A. **MySidewalk Online Forum (ongoing)** – The Russell Design Team will create a separate virtual town hall site – or a distinct presence for this effort – for the Central Park public engagement. Please see the description of this public engagement method under the Normandy Oaks section of this proposal for details on this effective tool.

- B. **Vision Forum** – The Russell Design team proposes to conduct one vision forum for the future Central Park. As described above, our team has conducted dozens of vision forums for public planning processes, allowing us to facilitate “drilling down” to participants’ specific visions and desires for parks (both in the affirmative – “what do you envision at a future Central Park?”, and negative – “what should not be included in this park?”). During Vision Forums, we typically present the planning and design process as an introduction to the group, then break the groups into smaller tables for facilitated discussions and exercises that help us get to the heart of what Royal Oak residents aspire to, wish to preserve, and/or would like to improve upon. Since Central Park will be located in Royal Oak’s downtown, there may be creative approaches to take, such as holding the forum in the downtown environment, including a walking tour. Specific details would be worked out with the City’s management team – we are flexible AND love to take creative approaches to get strong results!
- C. **Unlimited Telephone Interviews (ongoing)** – The Russell Design Team and our partners will conduct an unlimited number of telephone interviews as part of this proposal. This is critical to project success, as some of the key stakeholders will not be able to participate during the focus group meetings or public forums. We will work with local, County, regional and State stakeholders through voice and electronic communications.
- D. **Publicity** – The Russell Design Team will prepare a Public Engagement Publicity Plan for the Central Park engagement efforts, and will integrate the messaging, posting and information flow into the MySidewalk online platform (which could serve as the project website). We would work with the City to develop content for City newsletters, the City’s active Facebook feed, and for other City or community-wide publications, to publicize the Public Engagement Program.

Optional Public Engagement Methods (not included in this proposal. We can provide a separate fee if requested)

1. **Park Planning “Field Day”** - Royal Oak has heavily used and cherished park and recreation amenities. In communities with similar properties and usage, we have found that taking the public participation events “to the field” is an effective and engaging way to receive public input. One way of doing so is to conduct a “Field Day” event (weekend day could be a great option) to be held at the site, or at

another to-be-determined park or central location in Royal Oak, at which we will survey, discuss and engage visitors. This event would be publicized in advance and will have a compelling reason for people to come – for example, a race or contest for children, or a free raffle of a donated prize. The Russell Design Team would assist the City in developing the publicity methods and materials, scheduling the event, and other necessary elements to make it a sweeping success.

2. **Central Park Placemaking Study** - It would be helpful for the planning and design success of downtown's Central Park to study how existing downtown visitors currently use park space, and how they'd wish to use park space, were it available. The Russell Design Team would study the placemaking needs for Central Park by attending Farmers Market, food truck, and other popular downtown events to engage with the public on their own turf. We will develop the specific program in concert with the City, and will be sure to respect residents' time and interests. It may also be effective to create tactical, temporary improvements about which residents and visitors can provide input, and to drive excitement about Central Park!
3. **Focus Group Meetings** – The Russell Design team could organize and facilitate focus group meetings with strategic stakeholders. This may be our best opportunity to reach out to and engage stakeholder groups like those with disabilities, the elderly or youth (as prioritized by the City). We would work with the City to determine the best attendees for these focus groups, and could invite County and regional stakeholders to participate – either as those being engaged or as observers, to gain their support and increase interest in the Normandy Oaks and Central Park projects. Proposed price for Focus Group Meetings (per one eight-hour day of meetings)
4. **Design Forum** – Another effective engagement method is the Design Forum, during which the Russell Design team would present and receive feedback on Normandy Oaks conceptual plan alternatives. This would allow the City to test the design concepts and receive direct feedback on the work produced to this point in the design process. The feedback gathered during a design forum would likely directly inform the production of the final draft Normandy Oaks and Central Park Consensus Plans.
5. **Consensus Plans Open House** – The Russell Design team could then conduct an open house, during which we would present the final draft Normandy Oaks Consensus Plan. The open house could be held before a community event or public meeting, “drop-in style”, or could be the key feature of a public meeting (depending on the level of participation desired the City, and on the prominence, you'd like to devote to the unveiling).

Please note that we are still able to adjust our proposed Public Engagement Program during this proposal / interview phase, and will work in collaboration with the City to best your needs.

Conceptual Design

From the public engagement process and gathered information we will develop a Conceptual Design for Normandy Oaks that addresses the identified program components. The alternates will consist of text, charts, maps and graphics, outlining planning, landscape, architectural and engineering recommendations for the proposed development.

When completed, the Plan will serve the following functions:

- Articulate planning, design and engineering concepts and strategies for development of the park.
- Provide comprehensive analysis of the site and architectural design, construction methods, systems and materials that evoke sustainable design principles to ensure a cost effective, low maintenance and environmentally sensitive design solution.
- Provide space allocations and functional relationships of site and recreation program elements.
- Provide a framework for coordinating public and private decisions for capital improvement projects and funding mechanisms.
- Provide a clear understanding of associated improvements.

The conceptual design and sketches may include; but not be limited to:

- Supplementary graphics to portray the design intent and character.
- Representative images of the proposed design concept.
- Attendance at a meeting with the Parks Commission and Advisory Group to present the Conceptual Design.
- Revise Conceptual Design and attend a meeting with Parks Commission and Advisory Group to obtain approvals of the revised plan prior to the development of the preliminary master plan. (One revision is included in this proposal)

Schematic Design

The Schematic Design will be a mounted illustrative graphic refinement of the approved Conceptual Design and will summarize in greater detail the proposed physical site elements. Elements may include; but not be limited to, enhancing the existing park entry, circulation and parking, active and passive recreation programming, architectural improvements, accessible interpretive trail system and signage, landscape treatments, site and pedestrian amenities. The following tasks will be completed:

- Prepare supplementary graphics including plans, sketches and elevations necessary to portray the design intent and character.
- Provide representative images of the proposed design that illustrate the design concept.
- Provide architectural floor plans, elevations and supplementary graphics
- We will assist the City and Advisory Group to prepare a preliminary evaluation of the program and the project budget requirements, each in terms of the other.
- Attendance at a meeting with Parks Commission and Advisory Group to present the schematic design and associated costs.
- Revise schematic design as required.
- Attendance at a meeting with the City and the appointed Advisory Group to present revised schematic design for final approval. (One revision is included in this proposal)
- We will assist the City and Advisory Group to develop a phasing plan with associated costs. We will also assist the committee in establishing projected operational costs of the proposed improvements and include these costs in the budget estimate.
- We will perform geotechnical borings, testing and provide written report of findings and design recommendations for proposed site improvements. We recommend twelve (12) borings, each 20 feet deep.

Construction Documentation

From the approved schematic design drawings and any adjustments in the scope, we will prepare detailed construction documents and specifications as follows:

- Prepare drawings with sufficient detail and necessary technical information to ensure the proper installation of the program components and shall include; but not be limited to, preparation of detailed drawings for the demolition of existing conditions, soil erosion and sedimentation control, vehicular and pedestrian circulation systems and parking, grading and drainage, site utilities, active and passive recreational uses, pedestrian trail system, signage and landscape and restoration.
- For this proposal, we are assuming the existing access that serves Elks Park from Normandy Road will be enhanced and will serve an expanded and improved parking lot. We will explore connecting this parking lot to an internal road leading to a centrally located parking lot. The size and location of the parking lots will be determined by their proximity to designed activities.
- For this proposal, we are assuming we will design one covered pavilion with restrooms and two covered picnic shelters. Their location will be determined during the design phase.

- Finalize grading and drainage design and site utilities and coordinate with design team and City personnel as required.
- Prepare plans to fully comply with all accepted engineering standards set forth by applicable state, county and City agencies.
- Prepare plans to fully comply with the ADA and universal accessibility design principles.
- Revise preliminary estimates of construction cost to reflect detailed drawings.
- Prepare technical specifications for all work designed by the Team. We assume the City will provide front-end specifications and General Conditions of the Contract specific to the City.
- Meet with the City when drawings are approximately 50% complete for progress review.
- Revise drawings as necessary to incorporate comments from the review meeting.
- Meet with the City when drawings are 100% complete for final review.
- Submit final construction drawings, specifications and bid documents to applicable agencies and to the city for building permits.
- Revise drawings as required to obtain necessary approvals and permits.
- Following agency approvals and permitting we will provide the City with electronic and paper copies of the final set of plans, and specifications.

Bidding

We will assist the city with bid assistance and review services as follows:

- The City will advertise the project through local newspaper, MITN and other forms of communication to attract bidders.
- Attend (1) pre-bid meeting. This meeting will be conducted by the City. The design team will be available to answer questions and provide clarification.
- Provide clarification of documents, issue necessary addenda as required to bidding contractors.

- Attend the bid opening.
- Assist in evaluating bid prices and subcontractor qualifications and submit recommendation to the City for approval.

Construction Administration

We will provide construction phase services as follows:

- Attend a pre-construction meeting with the selected contractor and City staff.
- During construction, a representative(s) will visit the site to assist the contractor in the resolution of any construction issues, as related to the scope of service defined by this proposal. For this proposal, we are anticipating two attendees from the design team to attend one (1) 2-hour on-site meeting every week throughout the anticipated construction period of six (6) months, or 24 meetings. The frequency of the site visits and attendees will correlate directly to the approved scope of work and specific design elements. Additional site visits will be billed hourly per the attached rate schedule.
- Prepare construction review report following each scheduled visit and distribute to the owner and project team.
- Review all project submittals and shop drawings pertaining to scope of work.
- Prepare and distribute any necessary bulletins and change orders.
- Assist the City with approval of all payment applications. Our review of the submitted payment application will be subject to an on-site evaluation of the work for conformance with the construction drawings and specifications.
- Determine the dates of provisional acceptance and final acceptance of the work. Two (2) on-site review meetings are included in this proposal.

Project Estimating

Our team has provided successful consulting and cost estimating services for numerous municipalities throughout southeastern Michigan.

- AEW provides municipal consulting services and are often asked to provide cost estimating for vehicular and pedestrian circulation systems, public utilities and infrastructure projects. All projects were on budget.
- Mielock Associates has provided cost estimating services for many school districts and public and private projects. All projects were on budget.
- Russell Design has provided cost estimating services for many public and private projects including; but not limited to parks and recreation projects. Most recently we have prepared cost estimates for Marsh View Park, in Oakland Township and Fisher Road streetscape, in Grosse Pointe. Currently, Fisher Road is being bid out. Marsh View Park came in under budget.

Compensation

1. Our proposed fee to provide services outlined in items above shall be billed as a lump sum of \$211,531.00 (Two Hundred Eleven Thousand Five Hundred Thirty-One Dollars) and is based on an estimated \$3,000,000.00 construction budget for the scope of work described herein.
2. We have itemized the fees associated with specific tasks that are typically charged as a reimbursable expense. These items, (b-f) are a pass-through expense and billed at cost. The value of these expenses is \$37,253.00.
3. Payment for services would be invoiced monthly as a percentage of our total fee as follows:

a. Data Collection, Review and Analysis	\$15,334.00
b. Topographic and Tree Survey	\$ 8,350.00
c. ADA Assessment of Elks Park Facilities	\$ 1,500.00
d. Geotechnical Borings and Testing	\$ 5,475.00
e. Public Engagement - Central Park	\$10,964.00
f. Public Engagement - Normandy Oaks	\$10,964.00
g. Conceptual Design	\$13,250.00
h. Schematic Design	\$30,564.00
i. Construction Documents	\$64,916.00

j. Bid Assistance and Review \$ 5,844.00

k. Construction Follow-up \$44,370.00

4. Following approval of the parks commission and Advisory Group we will bill all additional public engagement meetings at 2,000.00 per meeting.
5. We assume construction staking will be performed by the selected contractor
6. We assume all material testing and compaction testing will be performed by a testing company hired by the City.
7. We assume all application fees, permit fees and inspection fees will be paid by the City.

We thank you for this invitation to be involved with this project and hope that this proposal meets with your approval. We believe our firm can provide you with the highest quality of professional services and we look forward to working with you on this project.

We look forward to meeting with you and the opportunity to solidify your design team.

If we can provide you with any additional information or answer any questions regarding our proposed services, please do not hesitate to contact us.

Sincerely,
RUSSELL DESIGN, INC.

A handwritten signature in black ink, appearing to read "MARC R. RUSSELL", with a stylized flourish at the end.

Marc R. Russell, RLA
Principal

NORMANDY OAKS & CENTRAL PARK IMPROVEMENTS	
Cost Per Task Breakdown	

Cost Per Task Breakdown									
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Consultants	Team Members		TASK 1			TASK 2			TASK 3			TASK 4			TASK 5			TASK 6			TASK 7			TASK 8			Totals															
			Project Initiation & Organization			Situation & Assessment			Public Engagement			Conceptual Design			Schematic Design			Construction Documentation			Bidding			Construction Administration																		
Russell Design	MEMBER	ROLE	HOURS	BILLABLE RATE	TOTAL	HOURS	BILLABLE RATE	TOTAL	HOURS	BILLABLE RATE	TOTAL	HOURS	BILLABLE RATE	TOTAL	HOURS	BILLABLE RATE	TOTAL	HOURS	BILLABLE RATE	TOTAL	HOURS	BILLABLE RATE	TOTAL	HOURS	BILLABLE RATE	TOTAL																
	Marc Russell	Principal	12.00	140.00	1680.00	8.00	140	1120.00	16.00	140.00	2400.00	60.00	140.00	8400.00	120.00	140.00	16800.00	80.00	140.00	11200.00	12.00	140.00	1680.00	120.00	140.00	16800.00	60080.00															
	Maudie Smith	CAD	8.00	75.00	600.00	16.00	75.00	1200.00				20.00	75.00	1500.00	60.00	75.00	4500.00	120.00	75.00	9000.00	4.00	75.00	300.00	8.00	75.00	600.00	17700.00															
	SUB-TOTAL =		2280.00			2320.00			2400.00			9900.00			21300.00			20200.00			1980.00			17400.00			77780.00															
McKenna Associates	Sarah Traxler	Vice President	4.00	135.00	540.00				Normandy Oaks			7000.00															7540.00															
	Laura Haw	Senior Planner							Central Park			7000.00															7000.00															
	Carrie Leitner	Graphics							Survey			2000.00															2000.00															
SUB-TOTAL =		540.00			0.00			17000.00						0.00			0.00			0.00			0.00			17540.00																
Access Recreation Group, LLC	Cindy Burkhour	Owner	4.00	150.00	600.00	ADA review/ Elks Park			1500.00			2.00			500.00			1000.00			4.00			150.00			600.00			8500.00												
	SUB-TOTAL =		600.00			1500.00			1000.00			600.00			1200.00			1500.00			300.00			1800.00			8500.00															
Mielock Associates, Inc.	Dave Mielock	President	4.00	140.00	560.00	4.00			140.00			560.00			16.00			140.00			2240.00			24.00			140.00			3360.00			13440.00									
	Tim Mielock	CAD													20.00			140.00			2800.00			4.00			140.00			560.00			8000.00									
SUB-TOTAL =		560.00			560.00			0.00			2240.00			3360.00			10800.00			560.00			3360.00			21440.00																
Anderson, Eckstein and Westrick, Inc. (AEW)	Lyle Winn	Sr. Engineer	4.00	134.00	536.00	18.00			134.00			2412.00			2.00			134.00			268.00			8.00			134.00			1072.00			14472.00									
		Engineer				Survey			8350.00						2.00			121.00			242.00			8.00			121.00			968.00			15610.00									
		Grad Engr.				12.00			99.00			1188.00			4.00			99.00			396.00						60.00			99.00			5940.00			14454.00						
		Team Leader				14.00			99.00			1386.00												12.00			99.00			1188.00			40.00			99.00			3960.00			13464.00
		Engr. Aid III				36.00			82.00			2952.00			4.00			82.00			328.00			18.00			82.00			1476.00			160.00			82.00			13120.00			22796.00
SUB-TOTAL =		536.00			16288.00			1528.00			1528.00			510.00			4704.00			32416.00			3004.00			21810.00			80796.00													
*G2 Consulting Group	Jason Stoops	Associate																Geotechnical Survey			5475.00									5475.00												
	Matt Hambricht	Pro. Engineer																												211531.00												
SUB-TOTAL =		4516.00			20668.00			21928.00			13250.00			30564.00			70391.00			5844.00			44370.00			211531.00																

*Overhead and Profit is included in the Billable Rate and is approximately 2.5 times Direct Labor Cost. All Reimbursable Expenses are included in the stated Lump Sum Fee

TENTATIVE PROJECT SCHEDULE

Normandy Oaks and Central Park Improvements

Tasks	Sept. 2017	Oct. 2017	Nov. 2017	Dec. 2017	Jan. 2018	Feb. 2018	Mar. 2018	Apr. 2018	May. 2018	Jun. 2018	Nov. 2018
1. Project Initiation and Organization											
Project Kick-off Meeting											
Site Reconnaissance											
Data Collection											
2. Situation Assessment											
3. Advance Work - Prepare for Public Engagement											
4. Normandy Oaks Public Engagement											
5. Central Park Public Engagement											
6. Conceptual Design											
Client Review Meeting											
7. Schematic Design											
Client Review Meeting											
Public Presentation											
8. Site Plan Approval											
Planning Commission Meeting											
9. Construction Documentation											
Client Review Meeting (50%)											
Client Review Meeting (100%)											
10. Permitting											
11. Bidding											
12.Construction Administration											
Weekly construction meetings for 6 mths.											

 Scheduled Meetings