

CivicMoxie Old Saybrook Mariner's Way BAR Planning Project

Schedule A Scope of Work and Fee

	CivicMoxie			Good Earth	The Williams Group		Freeman		Tighe & Bond			Sprague Studio	total hours	total fee
	Susan Silberberg	Project Mgr	Intern	Val Ferro	Sue Olivier	Dave Williams	Heidi Hajna	Sue Watts	James Olsen	Nicholas Granata	Environ.	Jeff Sprague		
Scope of Services	\$ 225	\$ 110	\$ 65	\$ 150	\$ 150	\$ 150	\$ 160	\$ 150	\$ 225	\$ 135	\$ 110	\$ 100		
A. Kick-off & Existing Conditions Analyses														
1. Hold project kick-off meeting with the Town to review scope, goals, schedule, outreach efforts and desired outcomes	5	5		3	3		3		3			3	25	\$4,030
2. Review all background materials and reports/studies	1	3	12	3	6		3				1		29	\$3,275
3. Prepare base maps and baseline materials using Town GIS maps and other Town-provided files		4	24					6					34	\$2,900
5. Conduct windshield survey and walking tour of corridor including photo documentation (combined with kickoff mtg visit).	3	3		3	3		8						20	\$3,185
7. Conduct general interviews and focus groups (up to 12 interviews and 4 focus groups)	2	12	12	6			2						34	\$3,770
8. Prepare graphic illustration of current issues, opportunities and context		4	24				6	16					50	\$5,360
Totals this Phase - hours	11	31	72	15	12	0	22	22	3	0	1	3	192	\$22,520
B. Place Branding														
1. Meet with Ad Hoc Committee or stakeholder group to discuss key themes and history to set parameters for branding	5											5	10	\$1,625
2. Research precedents and images related to Mariner's Way and Old Saybrook			3									6	9	\$795
3. Conduct workshop with key stakeholder group (planning team for 2014 report and others as identified) to discuss branding (incl. prep)	6											16	22	\$2,950
4. Distill workshop input into three graphic design themes for the corridor and possible tag line refinements for Mariner's Way	1	1		1	1							24	28	\$3,035
5. Conduct second workshop to present and review three options, obtain comments on tag line refinements (incl. prep)	6	1										24	31	\$3,860
6. Distill workshop feedback into a single brand for Mariner's Way as well as tagline refinement, as applicable	1	1		1	1							16	20	\$2,235
7. Create and present final brand and graphics	1	1										8	10	\$1,135
8. Develop graphics package for brand including logo, type faces, color palate for all materials, create graphic design templates	2	2		1	1							36	42	\$4,570
9. Release digital media for use in all project materials incl website, marketing materials (includes purchase of up to five images)												2	2	\$200
Totals this Phase - hours	22	6	3	3	3	0	0	0	0	0	0	135	174	\$20,405
C. Economic/Market Analysis														
1. Review, compare and contrast the 2014 market study to identify data gaps					8	2							10	\$1,500
2. Carry out analyses to update demographics and fill in data gaps	1	1		2	12	6							22	\$3,335
3. Interview local planning, private land owners, tourism, Chamber and other sources of local knowledge					12	4							16	\$2,400
4. Conduct a trend analysis of supply and demand for desired land uses including housing options, marine, hospitality, R&D/technology, recreation/tourism					24	16							40	\$6,000
5. Identify potential for development based on supportable land uses; coordinate with evolving environmental investigations				4	8	4			6	4			26	\$4,290
9. Provide comparable success stories of brownfields redevelopment		1	1	2	8				1	2			15	\$2,170
10. Prepare a summary matrix of implementability factors to assist with identifying redevelopment priorities	4	4	2	4	8	4			2				28	\$4,320
11. Prepare a summary report of findings and recommendations	2	4		2	16	4							28	\$4,190
Totals this Phase - hours	7	6	3	14	96	40	0	0	9	6	0	0	185	\$28,205
D. Meetings & Outreach														
1. Create a list of prospective stakeholders; review and confirm with the Town/Ad-Hoc Committee	1	1	2										4	\$465
2. Confirm media, social media and other outlets to be used		1	1									2	4	\$375
3. Regular meetings with the Town/Ad-Hoc Committee (assumes up to 8 in -person and conference call)	4	20		8									32	\$4,300
4. Prepare for, organize and attend public meetings based on schedule established during Kick-off. Format to be established in consultation with Town & Committee-goal is to be engaging and interactive. (assumes up to 4)	20	60	40	16	4		8			2	4		154	\$18,690
5. In collaboration with the Town, provide updates and meeting summaries via identified outlets	2	6		2									10	\$1,410
Totals this Phase - hours	27	88	43	26	4	0	8	0	0	2	4	2	204	\$25,240
E. Site Reuse/Redevelopment and Façade Improvements														
1. Identify development focus, conceptual vision for Mariner's Way based on market matrix of implementability	2	4		2									8	\$1,190
2. Create a "story" of how these sites and sub-areas reinforce a sense of place through narratives and graphics	6	1	2	1	1		4	4					19	\$3,130
3. Highlight rehabilitation/renovation vs. redevelopment opportunities	6	4	2	2			2						16	\$2,540
4. Outline brownfield barriers and possible strategies				18	4				6	6			34	\$5,460
5. Identify prospective properties for façade improvement opportunities within sites identified for rehabilitation/renovation	4	2	2										8	\$1,250
6. Summarize results in a decision-making matrix and recommend the sites to be considered for concept development along with intended land use and development program	4	2		8	8	8							30	\$4,720
7. Prepare up to three re-use scenarios for the selected sites		6			40	12	8	32					98	\$14,540
8. Conduct financing analysis based on hard, soft and overall development costs and assess development and financing structures					18	4							22	\$3,300
Totals this Phase - hours	22	19	6	31	71	24	14	36	6	6	0	0	235	\$36,130
F. Road and Streetscape Plan														
1. Identify linkages, multi-modal opportunities, safety considerations, access issues, town and state standards, utilities throughout the corridor and create an overall "Streetscape Considerations" graphic				4			12	8					24	\$3,720
2. Develop initial street vocabulary and amenity options for consideration		2					16	8					26	\$3,980
3. Develop a Streetscape Master Plan using exiting town base map; develop a preliminary cost estimate	2			2			24	24					52	\$8,190
4. Review with Town engineering and others to ensure complinace with applicable standards							4	2					6	\$940
5. Perform one revision to incorporate public comments selected by the Town/Committee; revise cost estimate							4	8					12	\$1,840

6. Identify prospective sources of funding for implementation

Totals this Phase - hours

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H. Implementation

1. Develop a website marketing plan

SCHEDULE 'B'
FEE FOR SERVICES

The Services will be conducted by Principal Susan Silberberg of CivicMoxie, LLC and CivicMoxie's employees and sub-consultants. In exchange for the Services, the Client will pay CivicMoxie the amounts set forth below in accordance with the payment terms set forth herein:

CivicMoxie will be paid a total amount of \$196,612.00 (One Hundred Ninety-Six Thousand Six Hundred Twelve Dollars) for Services rendered ("**Fees**").

Beginning on the commencement of Services under this Agreement, CivicMoxie shall submit monthly invoices for such Fees reflecting the work done to date. Client shall pay such invoice within thirty (30) days of receipt of the invoice.