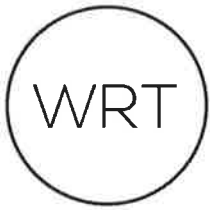


# **Exhibit A**



April 18, 2017

Sophia Pagoulatos  
Planning Manager  
City of Fresno, DARM  
2600 Fresno Street  
Room 3065  
Fresno, CA 93721

**Re: Fresno Urban Greening Grant Proposal for Professional Services  
WRT #7863.02**

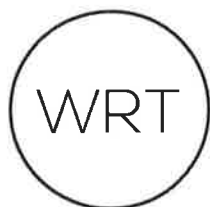
Dear Sophia:

This proposal is to complete urban greening grant related tasks that will benefit the Fresno community. We have evaluated the original grant opportunities and found they relate closely to the current Parks Master Plan (PMP) offering unique outcomes not otherwise included in the PMP. By combining these efforts, we are able to provide needed additional outreach and analysis to improve Fresno's parks. New work will target additional outreach to a wider community audience, identify urban greening strategies in each Council District, and develop other tools to strengthen the Parks Master Plan.

Please find the scope of work and budget attached. We look forward to continuing our support of the City's park goals to enhance quality, operations, and fiscal management.

Sincerely,

John R. Gibbs, ASLA LEED AP  
Principal



## **Scope of Work**

The following table describes the services to be provided by WRT.

### **Benchmark 1 – Research and Development**

#### **1.1 Conduct Park Assessment for 50 Park Sites**

This task will extend the work of the master plan by assessing the remaining City parks. WRT and Team will conduct the “Park by Park” condition assessment and lifecycle cost estimation. This will involve a four day site visit to up to 25 select parks. Detailed assessment form will be completed. The remaining 25 will be reviewed using aerial photography. The “bucket” category will be determined for all sites during an all day workshop with Staff. Additional improvements and management practices will be noted. Following the workshop, the results will be formatted and incorporated into the PMP. Planning level costs for parks will be prepared for bucket 1 (lifecycle replacement), bucket 2 (improvements), and bucket 3 major renovations.

#### **1.2 Prepare Existing Neighborhood Urban Greening Opportunity Analysis**

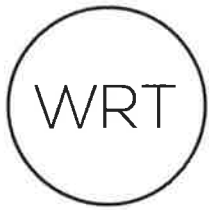
WRT and Team will study the completed PMP analysis heat maps and gap analysis to find new opportunity sites for parks and urban greening in existing urbanized areas. Council Districts will guide distribution. Staff will assist with site selection. We will develop high level park improvement descriptions, target classification, provide demographic research, and organize information according to likely grant criteria (Sustainable Planning Grants for example).

#### **1.3 Create Best Practices for Developing New Parks in Growth Areas**

WRT and Team will focus this task on best practices for developing new parks in growth areas with emphasis on higher density areas with existing underserved communities. Outcomes will include topics such as land banking policies, funding, locations, and design guidelines. We will compare Fresno’s policies and practices with three other cities with relatable attributes. The draft memorandum will be submitted for City review. Direction received from the City will be further developed and incorporated in to the PMP as recommendations.

#### **1.4 Prepare Updated Plant Palette**

WRT and Team will review and update the City’s plant palette in particular to conform to the recent state water mandates (WUCOLS), maintenance best practices, and soils. We will focus primarily on park applications while secondarily addressing trails and greenways. We propose conducting a review workshop with maintenance Staff. Input will be solicited from Tree Fresno and select local



practitioners and University staff. The resulting draft list will be imported into the PMP as an informational appendix. We do not assume the list will achieve consensus from all parties including Tree Fresno. The list will be a tool for ongoing park design, review, and planting projects.

### **1.5 Consultant Research**

WRT and Team will conduct research on several topics as follows for incorporation into the master plan:

- Research and define specific criteria for public health and the metrics that support those goals
- Develop a checklist to highlight the PMP recommendations as they relate to TPL's ParkScore.
- Describe typical grant criteria in the master plan and highlight methods to use grant funding to implement the master plan. The discussion will include recommended practices for Staff to seek funding for actions identified in the plan. 6

### **1.6 Plan Preparation**

The urban greening ideas as described in this scope will be incorporated into the expanded PMP document through text, graphics, and tables. We will include acknowledgement of the grant funding and granting agency in the PMP.

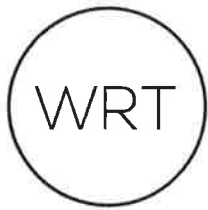
## **Benchmark 2 - Community Engagement**

### **2.1 Develop Community Outreach Plan**

WRT and Team will prepare a detailed engagement plan for the noticing, goals, and logistics of the outreach. Roles of consultants, Council Staff, and City Staff will be identified. We anticipate consultants taking a primary role to build momentum and conduct the outreach in partnership with Council Member Staff.

WRT with our local partners, will provide support to Staff throughout the outreach process including meeting noticing, room setup, refreshments, and creation of exhibits. WRT and Team will coordinate translation of materials and during select community events. Specific tasks are as follows:

- Update stakeholder contact information such as organization, email, phone.
- Contact local schools, non-profit organizations, and other agencies to expand noticing.
- Coordinate communications with local media (local radio and TV) and social media advertisement for meetings



- Targeted outreach with stakeholders to rally their supporters to the meetings
- Ongoing communication with select stakeholders for more outreach support

Deliverables: Outreach plan, updated contact list, schedule of actions

### **2.2 Presentation Materials**

As part of our overall PMP presentation, WRT will prepare a focus on needs and opportunities in each council district. We will create interactive exhibits.

Deliverables: Draft and final presentation, maps, exercise forms, handouts, comment cards, radio piece, flyer.

### **2.3 Conduct Group Sessions (7)**

WRT will conduct and attend up to seven community meetings. These will be planned in partnership with City Staff including determination of location. WRT and Team will provide noticing materials, directional signs for attendees, and all meeting materials.

Deliverables: Sign in, directional signs

### **2.4 Survey Data Collection and Feedback**

WRT will record community feedback in the form of meeting summary notes.

Graphs and visual graphics will be used to help communicate key trends and outcomes.

### **Benchmark 3 – Materials**

WRT has identified a budget for miscellaneous expenses anticipated to occur while performing the services.

## **III. Budget**

WRT has prepared the following grant expense table indicating WRT costs and other costs.

WRT's not to exceed budget is \$250,000 to be billed on an hourly basis by task.

## **III. Schedule**

Our budget is based on grant completion by the end of 2017 with significant milestones occurring between now and then. Refer to exhibit A-1 for estimated timeline.

**EXHIBIT A-1 PLANNING COST ESTIMATE**

The Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006  
 Proposition 84 - Urban Greening Grant Program

#	Plan Elements	Estimated Costs	Payment Schedule*
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**BENCHMARK 1 - Research and Development**

Deliverables

	Conduct Park Assessment for 50 Park Sites	\$43,820	07/30/17
	Prepare Existing Neighborhood Urban Greening Opportunity Analysis	\$23,495	09/30/17
	Create Best Practices for Developing New Parks in Growth Areas	\$28,730	09/30/17
	Prepare Updated Plant Palette	\$11,570	07/30/17
	Consultant Research (public health, ParkScore, grant criteria)	\$9,730	09/30/17
	Plan Preparation	\$30,745	09/30/17
	<b>TOTAL</b>	<b>\$148,090</b>	

**BENCHMARK 2 - Community Engagement**

Deliverables

	Develop Community Outreach Plan	\$6,590	06/16/17
	Prepare Presentation Materials	\$23,000	06/16/17
	Conduct (7) Group Sessions	\$44,910	06/16/17
	Survey Data Collection and Feedback	\$16,210	07/30/17
	<b>TOTAL</b>	<b>\$90,710</b>	

**BENCHMARK 4 - Materials**

Deliverables

	Printing, Reproduction, Misc.	\$3,250	09/30/17
	Travel Costs (mileage, hotel, parking)	\$7,950	09/30/17
	<b>TOTAL</b>	<b>\$11,200</b>	
	<b>GRAND TOTAL</b>	<b>\$250,000</b>	

\*Payment schedule is based on completion of Deliverables \*\*Project management costs will be reimbursed incrementally in conjunction with payment requests for completed Deliverables. Tasks must be directly related to planning project and supported by detailed time documentation for in-house services. Only direct project management costs are eligible; no overhead/indirect costs are reimbursable. In service payroll may not include a "billable rate" or administrative cost allocation.