



**Proposal for Professional Landscape Architectural Services for the  
Iowa's Living Roadways Community Visioning Program in  
Carson, Iowa**

prepared by:  
**Jeffrey L. Bruce & Company**  
February 19, 2010



19 February 2010



Ms. Erin Carpenter  
Program Assistant  
Iowa's Living Roadways Community Visioning Program  
2711 South Loop Drive, Building 4, Suite 4900  
Ames, IA 50010

RE: Proposal for Professional Landscape Architectural Services for the  
Iowa's Living Roadways Community Visioning Program in  
Carson, Iowa

Dear Ms. Carpenter:

Jeffrey L. Bruce & Company (JBC) is eager to help Carson in their community vision for the future. The primary historic asset is the old Burlington Railway corridor, while the primary natural asset is the West Nishna Botna River. They have a need to develop a visually pleasing and walkable community that is connected by safe recreational trails. We are excited for the opportunity to help Carson discover educational opportunities associated with the old rail corridor and a new park parcel adjacent to that corridor. There is an opportunity to safely connect residents and visitors to the recreational opportunities. The pieces are currently in place to develop a streetscape and revitalize the community.

JBC is pleased to submit this scope and fee proposal for professional landscape architectural planning and design services in Carson, Iowa. Our review of Carson's visioning application and familiarity with the community gave us a clear understanding of the spirit behind this project and process. The approach we will take meets your stated requirements.

## SCOPE OF SERVICES

Jeffrey L. Bruce & Company will provide the following scope of services and lead the Community Visioning process by participating in a series of ten (10) meetings/conference calls that include the following partners:

- A community facilitator from the Trees Forever organization.
- The Carson Visioning Committee.
- An Iowa State University student intern.

### Task 1 - Training and Orientation Phase

- Participate in a one (1) day orientation and training workshop.
- Meet and greet the Iowa State University student intern that will be working with JBC throughout the visioning process.

### Task 2 - Inventory and Analysis Phase

- Guide, review work, and mentor the Iowa State University student intern to produce inventory and analysis presentation graphics in preparation for the kick-off workshop meeting.
- Facilitate an inventory and analysis kick-off workshop meeting, with assistance from the Iowa State University intern.

- Present to the Visioning Committee an inventory of transportation resources, natural resources, other relevant community assets and resources (e.g., drainage ways, native vegetation), and analysis of the relationship between the transportation system and the natural systems.
- Solicit input and feedback on the inventory and analysis, and any specific community resources or assets that may have been overlooked or missed in the inventory process.

### **Task 3 - Goals and Objectives Phase**

- Guide, review work, and mentor the Iowa State University student intern to produce presentation materials in preparation for the goals and objectives meeting.
- Facilitate a meeting to discuss and focus on community goals and objectives, with assistance from the Iowa State University intern.
- Present to the Visioning Committee an updated inventory of community assets and resources based on their input and feedback from the previous meeting.
- Solicit input and feedback from the Visioning Committee on specific goals and objectives for developing a comprehensive visioning plan or specific community projects.

### **Task 4 - Planning and Design Charrette Phase**

- Coordinate with the Trees Forever community facilitator to plan a design charrette.
- Conduct a two (2) day planning and design charrette, with assistance from the Iowa State University intern.
- Guide, review work, and mentor the Iowa State University student intern to produce concept presentation base maps to be used for the design charrette.
- Solicit specific design and concept diagramming input from the Visioning Committee.

### **Task 5 - Concept Presentation Phase**

- Guide, review work, and mentor the Iowa State University student intern to prepare and finalize a community landscape concept plan presentation boards, budgets, and implementation phasing, coordinating with the Iowa State University intern, who will prepare the final presentation boards.
- Conduct a final concept presentation meeting for the Visioning Committee, with assistance from the Iowa State University intern.
- Participate in a debriefing meeting with community leaders to discuss implementation steps and additional design services and associated fee structure to implement the plan.

### **Task 6 - Final Presentation and Feasibility Phase**

- Conduct a final public concept presentation meeting to the community, using the final concept boards previously presented to the Visioning Committee.
- Attend an implementation meeting, and submit all final products to the City of Carson and Iowa State University.

## **COMMUNICATIONS AND DELIVERABLES**

- A written report on the last business day of the month during the term of the contract. The report will include meetings attended, tasks undertaken, including collaborative work with the intern, challenges encountered and a plan of anticipated work for the next month.
- An invoice will be submitted with the monthly report, corresponding to the work identified on the report.
- Participate in a conference call with the Trees Forever facilitator, the Iowa State University intern, and the program assistant the first week of every month during the project entirety.
- Guide and mentor in the creation of the following products for the community:

- Concept Plan - guided by the goals and information provided by ISU, Trees Forever and the community committee. The plan shall be presented on 24 x 36-inch presentation boards, printed in color and laminated
- Feasibility Study - including detailed cost estimate for each proposed project, recommendations for design expertise and funding sources. The report shall be printed in color on 8.5 x 11-inch paper and copies distributed to each of the committee members and the Trees Forever facilitator. A digital version shall be submitted to ISU
- Digital Archive - including packaged InDesign files of all presentation boards and the feasibility study, as well as high- and low-quality PDF files.
- All products will be submitted to ISU staff for review and approval at least seven (7) working days prior to the intended delivery date to the community.
- All products will follow a prescribed format provided by Iowa State University to Jeffrey L. Bruce & Company and the Iowa State University intern.

### EXTRA SERVICES

- We will identify services included in our proposed scope of work when requested. We will advise you and your office of the impact on our work, and propose an increase to the fee amount before any work is undertaken that is outside our scope of services.
- Extra services will be provided on an hourly basis at the billing rates listed on page 4, or the current hourly rates prevailing when services are rendered.
- Reimbursable expenses associated with extra services will be billed at our direct cost.

### INFORMATION SUPPLIED BY THE OWNER

- The following information is to be supplied to the design team by Iowa State University at the start of the project:
  - A presentation board template format.
  - A report template format.
  - A style sheet template.
  - Design guidelines for all deliverables.

### ESTIMATE OF PROFESSIONAL FEES

Based on the complexity of the project and the amount of participation and documentation anticipated, we will provide the professional landscape architectural services described above, and in accordance with the conditions following, for the total fixed-fee amount of Seventeen Thousand Six Hundred dollars (\$\$\$\$\$\$).

**City of Carson Community Visioning Process Fee        \$\$\$\$\$\$**

- Billing and Payment:
  - Invoices for services will be issued monthly, based on the monthly written progress report and the relative percentage of work completed, and shall be paid within thirty (30) days of the date on which the University receives the invoice.
- Travel:
  - Travel expenses are not reimbursable as part of this program.
  - Travel time will be billed portal to portal.

- Reimbursable expenses listed below are included in the lump sum fee and will be billed at direct cost.
  - Blueprinting, plotting, document scanning and xerography.
  - Courier services, postage, and handling of documents.
- 2010 Billing Rates:
  - Principal \$\$\$\$ /hr.
  - Landscape Architect \$\$\$\$ /hr.
  - Landscape Architect \$\$\$\$ /hr.

## INSURANCE

- We currently maintain the following project related insurance:
  - General liability in the amount of \$1,000,000.00
  - Professional liability in the amount of \$1,000,000.00
  - Automobile liability in the amount of \$1,000,000.00
  - Workers compensation/employer liability amount of \$100,000.00
  - Certificates of insurance will be provided upon request.

## CREDITS AND ACKNOWLEDGMENTS

Where appropriate we request that Jeffrey L. Bruce & Company be given credit and acknowledgment by your office, your agent, or your client in published articles or promotional brochures related to the services we provide for this project.

## TERMINATION

The Client may terminate this Agreement at any time by written notice. If JBC or the Client terminates the Agreement, the Client will pay for services provided and expenses incurred up to the time notice is either sent or received by JBC.

This Agreement shall be severable and any provision or part hereof to be void or unenforceable under any law shall be deemed stricken and all remaining provisions shall continue to be valid and binding upon the parties.

Please let me know if you require any further information

Sincerely,

Jeffrey L. Bruce FASLA, ASIC, LEED  
President

JEFFREY L. BRUCE & COMPANY, LLC

# Master Schedule Iowa's Living Roadways Community Visioning Program



2010

March	April	May	June	July	August	September	October	November	December
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**LEGEND**

- ★ Public Meeting Date/Event
- Project Team Date/Event Meeting
- ▼ Deadline

wk 1	wk 2	wk 3	wk 4	wk 5	wk 6	wk 7	wk 8	wk 9	wk 10	wk 11	wk 12	wk 13	wk 14	wk 15	wk 16	wk 17	wk 18	wk 19	wk 20	wk 21	wk 22	wk 23	wk 24	wk 25	wk 26	wk 27	wk 28	wk 29	wk 30	wk 31	wk 32	wk 33	wk 34	wk 35	wk 36	wk 37	wk 38
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**SCOPE OF SERVICES**

**Task 1 - Training and Orientation Phase**

- Participate in a one (1) day orientation and training workshop.
- Meet and greet the ISU student intern

★ March 8  
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**Task 2 - Inventory and Analysis Phase**

- Produce inventory & analysis presentation graphics for kick-off workshop.
- Facilitate inventory and analysis kick-off workshop meeting
- Present to the Visioning Committee an inventory & analysis
- Solicit input and feedback on the inventory and analysis

★ April 12

**Task 3 - Goals and Objectives Phase**

- Produce presentation materials for the goals and objectives meeting
- Facilitate a meeting to discuss community goals and objectives
- Present updated inventory of community assets and resources
- Solicit input and feedback on the goals and objectives

★ May 10

**Task 4 - Planning and Design Charrette Phase**

- Coordinate with Trees Forever to plan a design charrette.
- Conduct two planning and design charrettes
- Produce concept presentation maps to be used for the design charrette.
- Solicit specific design and concept diagramming input

★ June 14   ★ July 12

**Task 5 - Concept Presentation Phase**

- Prepare the final presentation boards
- Conduct a final concept presentation meeting
- Participate in a debriefing/implementation meeting with community leaders

★ August 16

**Task 6 - Final Presentation and Feasibility Phase**

- Conduct a final public concept presentation meeting
- Criteria & guidelines for contributing properties or business services
- Attend an implementation meeting, submit all products to the city and ISU

★ September 13

★ October 11

**Iowa's Living Roadways Celebration**

★ November 15