

February 10, 2010

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

Dear Erin,

Genus would like to thank you for the opportunity to submit the following fee proposals and narratives to assist the Iowa's Living Roadways Community Visioning Program in pairing consulting firms with 2010 Communities.

We take pride in the opportunity to provide Iowa's smaller communities with design services to help guide their growth and vitality, as demonstrated by our commitment to the Visioning program and successful completion of five communities in recent years. Equally valuable to the planning process and community interaction, we value the energy and diverse talents of the student interns that assist on each project.

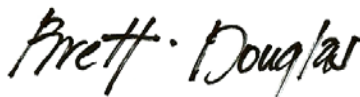
Genus has reviewed the application information provided for this year's Iowa's Living Roadways Community Visioning Program. Each of the twelve communities has their own identity in regards to population, economic development, transportation corridors, and geographic opportunities/constraints. While Genus would welcome the opportunity to collaborate with any of 2010 Communities, our preference is as follows:

- 1 KNOXVILLE
- 2 STORY CITY
- 3 ROLFE

The following pages offer a few thoughts on why we feel the aforementioned would be a good fit for Genus and a preliminary fee structure for negotiations.

We look forward to hearing from you in the near future and discussing the next step for this year's Visioning Program. Should you have any comments or questions regarding this submittal, please do not hesitate to call.

Kindest Regards,



Brett Douglas ASLA, CLARB
Principal

KNOXVILLE

In addition to a being well connected by significant transportation corridors, there are a number of amenities and resources that make Knoxville a meaningful planning opportunity to the Genus team. Given our experience with natural resource planning and passion for linking people to the outdoors, we view Knoxville's proximity to Lake Red Rock as an exciting departure point for future identity and branding that may take place in the Visioning process. Our ability to 'connect the dots' and gain consensus on a collective vision will be critical to the creation of an embraceable vision that can be transformed into reality.

Worth noting, the City of Knoxville and its key stakeholders have engaged a number of consultants over the years for a variety of design and planning studies. Genus would like the opportunity to help Knoxville work towards its full potential by offering a fresh perspective to Knoxville's challenges and opportunities. In addition to our commitment and experience with the Visioning process, our firm's experience with streetscape improvements, park, trail, natural resource planning and entrance design for communities such as Altoona, Clive, Waukee and State Center make Genus and Knoxville a great partnership.

The Genus team is committed to spending the time necessary reviewing elements from prior studies and providing recommendations on how key elements from these studies could be preserved and implemented into the Visioning process. Additionally, we are hopeful that Knoxville is a community that is receptive to new ideas and one that has the means to work towards implementation in the immediate future. Previous community work performed by Genus only reinforces our abilities to lead this project and provide an end result that fulfills everyone's needs and expectations.

Given our recent experience with the Visioning Program, we offer the following estimate as a starting point for negotiations.

TASK	DESCRIPTION	HOURS	FEE
Training	One-day workshop	8 x \$ \$\$\$	\$ \$\$\$
Working with interns	8 hours per week for 12 weeks	72 x \$ \$\$\$ 6 x \$ \$\$\$ 6 x \$ \$\$\$	\$ \$\$\$\$
Meetings + Prep	5 meetings @ 4 hours per mtg.	20 x \$ \$\$\$	\$ \$\$\$\$
Charrette	One Day [2 Genus Designers]	8 x \$ \$\$\$ 8 x \$ \$\$\$	\$ \$\$\$\$
Travel	Travel Time for meetings *Reduced Travel Rate	25 x \$ \$\$\$	\$ \$\$\$\$
Conference Call	1 hour/month for 4 months [June-September]	4 x \$ \$\$\$	\$ \$\$\$
REIMBURSABLE			
Travel	5 trips [mileage rate]	\$ 50 / Trip	\$ \$\$\$
Printing + Expenses	14 final boards and reports [prints, foam core, laminate] 14 preliminary plots / meetings	Direct Cost	\$ \$\$\$\$
PROJECT TOTAL			\$ \$\$\$\$\$



STORY CITY

The Genus team has experience with planning and design work on multiple historic and cultural landscape projects including planning work at the Iowa Governor's Mansion - Terrace Hill and the Heritage Carousel in Des Moines. Additionally, Brett Douglas currently serves on the Terrace Hill Grounds Committee and the Friends Foundation of the Heritage Carousel. These experiences uniquely qualify Genus for work in a community that values its heritage and the physical landmarks that make a community unique. Home to an antique carousel, a WPA era park, historic theater and an 1859 one room school house - Story City is this type of community.

Genus also recognizes that Story City has a well developed park and open space system, including a relationship to the Skunk River – which poses opportunities and constraints relative to the environment and development pressures. Our past involvement on park system and community based design plans will be well utilized to identify future needs and connections between historic and recreational destinations.

Given our recent experience with the Visioning Program, we offer the following estimate as a starting point for negotiations.

TASK	DESCRIPTION	HOURS	FEE
Training	One-day workshop	No Charge	\$ 0
Working with interns	8 hours per week for 12 weeks	72 x \$ \$\$ 6 x \$ \$\$ 6 x \$ \$\$	\$ \$\$\$\$
Meetings	5 meetings @ 3 hours per mtg.	15 x \$ \$\$	\$ \$\$\$\$
Charrette	One Day [2 Genus Designers]	8 x \$ \$\$ 8 x \$ \$\$	\$ \$\$\$\$
Travel	Travel Time for meetings *Reduced Travel Rate	25 x \$ \$\$	\$ \$\$\$\$
Conference Call	1 hour/month for 4 months [June-September]	4 x \$ \$\$	\$ \$\$\$
REIMBURSABLE			
Travel	5 trips [rental car and fuel]	\$ 75 / Trip	\$ \$\$\$
Printing + Expenses	14 final boards and reports [prints, foam core, laminate] 14 preliminary plots / meetings	Direct Cost	\$ \$\$\$\$
PROJECT TOTAL			\$\$\$\$\$

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ROLFE

Nestled in North central Iowa, Rolfe is close to home for Jen DeWall, one of the Genus team members. With Jen growing up a mere fifteen minutes from Rolfe, attending middle school and participating in many community events will give Genus a 'leg up' on how the community functions on a daily basis. Our team's familiarity will undoubtedly aid planning efforts, specifically the utilization of surrounding resources and exposing opportunities to connect Rolfe to the larger region.

Rolfe may be small in size but they have big hearts and are go-getters. With their core business district located at the intersection of a state highway and a county road, their economic vitality is in-part supported by visitors. Genus aspires to help Rolfe better utilize their existing resources. Specifically, Rolfe also has two amenities that are not utilized to their fullest extent: the Three Rivers Trail, which currently has a undeveloped trail head on the east side of town and Pilot Creek which bends and turns around the edges of town making its way south to the Des Moines River.

As expressed in their strong Visioning application, Rolfe is fortunate to have a community base that has high standards for amenities and future improvements. With our northwest Iowa insight and Rolfe's community motivation, the Genus team would welcome the opportunity to provide leadership and assist in establishing a precedent for neighboring communities in northwest Iowa to become part of the visioning process.

Given our recent experience with the Visioning Program, we offer the following estimate as a starting point for negotiations.

TASK	DESCRIPTION	HOURS	FEE
Training	One-day workshop	No Charge	\$ 0
Working with interns	8 hours per week for 12 weeks	72 x \$ \$\$ 6 x \$ \$\$ 6 x \$\$\$	\$ \$\$\$\$
Meetings	5 meetings @ 4 hours per mtg.	20 x \$ \$\$	\$ \$\$\$\$
Charrette	One Day [2 Genus Designers]	8 x \$ \$\$ 8 x \$ \$\$	\$ \$\$\$\$
Travel	Travel Time for meetings Travel Rate	25 x \$ \$\$	\$ \$\$\$\$
Conference Call	1 hour/month for 4 months [June-September]	4 x \$ \$\$	\$ \$\$\$
REIMBURSABLE			
Travel	5 trips [rental car and fuel]	\$100 / Trip	\$ \$\$\$
Printing + Expenses	14 final boards and reports [prints, foam core, laminate] 14 preliminary plots / meetings	Direct Cost	\$ \$\$\$\$
PROJECT TOTAL			\$ \$\$\$\$\$