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Procurement Officer  
The Town of Vienna  
127 Center St. S  
Vienna, VA 22180

October 6, 2022

Revised October 7, 2022 to include deliverables and meeting schedules

## RE: ANNEX LONG-TERM USE STUDY

Dear Mr. Amacker & The Town of Vienna team,

Thank you for including Kimmel Bogrette in the proposal process for your Annex Long Term Use Study project. Kimmel Bogrette's approach to helping clients like you is to let their unique mission and brand remain at the heart of our efforts. We seek to help you design not just great facilities, but to help you construct buildings that further the future of your Town while reinforcing your brand.

**Our Approach:** Our initial work will be to provide you with our unique MasterConcept Planning services that will articulate YOUR project mission, YOUR definition of success and respond to YOUR budget constraints. All will be geared towards translating your goals into a functional, efficient, and financially stable product designed to meet your Mission.

As discussed on our call September 30<sup>th</sup>, and throughout our proposal, effort for the scope of work will be completed in the following parts and phases as required to meet the project goals quickly and accurately. Please note, this is an abbreviated version of the proposed scope and the full version can be found in our original proposal submitted August 5, 2022.

### PHASE I – Mission: Identifying the Common Goal

In order to get the entire team (user group, Town of Vienna, Fairfax County, and design team) moving effectively together, we must first adopt a set of common goals. Your vision for the building and its programs will be the main focus and will remain at the heart of this effort. We will meet to discuss this vision in more detail and then translate it into a "Project Mission Statement" with a series of "Core Values" to which the design must respond. We envision these values as responding to the site and the Town's needs, as well as having specific actions for each of the key components.

### PHASE II – Intelligence: Analysis of Existing Lands & Facilities

Utilizing any existing drawings that you are able to provide along with a tour of the project site, this phase includes a variety of investigations and studies to identify the existing conditions, while identifying the overall requirements for development of the new facilities.

**Building:** We will take a basic look at your existing Building to determine what works, what doesn't, and how to maximize efficiency and functionality. We will identify the constraints and variables and document those that we believe could impact your project.

**Site:** We will identify existing conditions that are likely to affect any site development, Zoning & Land Development requirements and physical limitations.

### PHASE III – Community Engagement & Program Definition

**Community Engagement:** We understand that the Town of Vienna's intent is for the Kimmel Bogrette team to engage the public through a variety of community engagement methods which may include leading design charrettes so that the voices of the constituents are not only heard, but these voices have a real impact in the design.

This crucial Program Definition phase focuses on the creation of a detailed "Program" for your operations based on the findings of the Community Engagement sessions, including quantitative and qualitative commentary on the existing uses relative to those planned in the future. It will include analysis of spatial requirements as they relate to the project goals.

### PHASE IV – Solutions & Recommendations

The purpose of this phase is the culmination of all the Phases in this Planning Process to document the Mission/Value Statement, Intelligence, Community Engagement, Needs Analysis, and Solutions/Recommendations into a comprehensive Report that will inspire action.

### PHASE V – Cost Estimates & Final Report

**Cost Estimates:** We will prepare a detailed "all-in" Estimate of Probable Costs for the various options and phases, including hard building and site construction, development, financing and furnishing costs. The estimate will be based on square footage areas benchmarked against our substantial municipal data base and will provide "time escalators" that match your schedule and phasing goals.

**Report & Presentations:** Upon acceptance of the entire work product, we will document all of our findings, including Building and Site Analysis, Programming, Planning Solutions and Cost Estimates, into a comprehensive PowerPoint/PDF Report suitable for publication and distribution. We will present our findings at one public meeting and answer any questions related to the project. Having presented numerous times in front of boards and public constituents, you can be assured that professionalism will be at the forefront of our efforts in assisting you.

#### Proposed Fees:

|                                                       |                 |
|-------------------------------------------------------|-----------------|
| Phases I & II – Mission & Intelligence                | \$20,000        |
| Phase III – Community Engagement & Program Definition | \$37,000        |
| Phase IV – Solutions                                  | \$27,500        |
| Phase V – Cost Estimates & Final Report               | \$ 8,000        |
| <b>Total Fees:</b>                                    | <b>\$92,500</b> |

#### Deliverables & Meeting Schedules per Phase

##### Phases I & II - Mission & Intelligence

- Deliverables will include:  
Project Mission Statement with key Core Values  
Site Evaluation and Intelligence Report Summary Analysis up to 5 pages

- Meetings: 1 in person meeting at the site, 2 virtual meetings as required.

### Phase III - Community Engagement & Program Definition

- Kick-off Meeting: We will participate in a project kick-off meeting with the Town's project leadership team. All kick-off meetings assumed to be held the same day.
- Town Council Conference Session Project Kick-off Meeting: We will develop a presentation for a Town Council Conference Session to kick-off the project, reconfirm goals, objectives, timeline, and measure of success for the project. All kick-off meetings assumed to be held the same day.
- (Additional Service) 2-by-2 Council Meetings: If you would like to include 2-by-2 Council Meetings, we can participate in up to four (4) virtual 2-by-2 meetings with Council members, Mayor, and Town Manager. These meetings will be scheduled by the Town and will consist of not more than two (2) jurisdictional body members. The purpose of these meetings is to gain early understanding of goals, objectives, and potential limitations regarding project outcomes based on opinions of individual participants. We will prepare an up to two (2)-page summary overview.
- Outreach and Engagement Planning Meeting: We will participate in one (1) meeting with the Town leadership team. The purpose of this meeting will be to identify the approach and logistics for stakeholder outreach and community public engagement. The Outreach and Engagement Planning Meeting will be held virtually.
- Community Meetings/Workshops: We will support and participate in up to two (2) in-person community meetings which will consist of a PowerPoint presentation and up to two (2) engagement activities. Each of these meetings will be scheduled in concert with the Town staff.
- (Additional Service) Pop-Up Events: If requested, we can lead up to two (2) pop-up events to obtain community input at venues such as the Farmer's Market.
- Community Questionnaire: We will develop a limited community questionnaire to collect feedback on community perspectives on the potential uses for the site. The questionnaire will include up to five (5) questions and limited identifying information (respondent addresses). We will submit draft questions to the Town for review. Upon receipt of reconciled comments from the Town staff, we will prepare a final version of the questionnaire and open a publicly accessible Google Form for online response collection for a period of up to 30 days.

Following the questionnaire period, We will summarize the responses in an up to two (2)-page memorandum. Responses are not intended to be statistically valid as a community survey or other measurement, and only identify findings of responses provided.

Advertisement of the questionnaire beyond the Community Meetings and the Pop-Up Events or issuance and collection of hardcopy questionnaires will be the responsibility of the Town.

- Interdepartmental Meeting: We will participate in up to one (1) interdepartmental meeting among Town staff. It is assumed that this meeting will be made up of representatives from various departments and internal stakeholders as determined by the Town. In person if scheduled concurrently with other meetings, otherwise virtual.
- Outreach and Engagement Summary Meeting: We will prepare an up to five (5)-page summary memorandum and conduct a debrief meeting with the Town staff to confirm information obtained during public and other stakeholder interactions as identified above. In person if scheduled concurrently with other meetings, otherwise virtual.

#### Phase IV – Solutions

- Deliverables as per our full scope proposal.
- Meetings as follows:  
Solutions Workshop: We will participate in up to one (1) solutions workshop with the Town staff. This workshop will be focused on synthesizing the information received during the mission and intelligence/experiential phases of the project to collaboratively develop site design priorities and concepts.  
  
Joint Conference Session Meeting: We will attend up to one (1) joint conference session with Town Council and the Planning Commission. The purpose of this meeting will be to share community and stakeholder feedback and the preliminary solutions concepts as well as collect feedback as appropriate.

#### Phase V – Final Deliverables

- Town Council Meeting: We will attend up to one (1) Town Council Meeting. The purpose of this meeting will be to share final recommendations with the Town Council.
- Document Content: We will provide a final report that will be up to 25 pages.

#### Additional Services:

**Business Planning & Operational Costs:** As discussed during our call, we regularly assist communities in analyzing the cost of operating Parks and Recreation Facilities. If the process yields proposals where there are actual operating components, we can do this for the Town of Vienna. We regularly work with a national consultant of former Parks and Recreation Professionals called Ballard King Associates. Their scope of work often includes Market Analysis, Business Planning, Cost analysis and Operating Proformas and Cost Recovery Analysis. Their services can be added at any time to this proposal for approximately \$25,000. Should you wish to add this, we will gladly bring them in to the process and get a scope specific proposal.

#### Exclusions & Assumptions:

The above fees do not include Property Surveys, Civil Site Engineering, building surveys, attendance at additional meetings or other items not specifically include in the proposal. Our proposal assumes that drawings of the existing buildings and site layout exist. Should they not exist, or should they be substantially inaccurate, we will survey and create CAD Format for a modest additional fee. Meeting will be documented in the scope and deliverable schedule.

\* Prior to receiving the purchase order and no later then end of day October 7th, we will provide a full list of meetings and deliverables.

#### Billing and Reimbursable Expenses:

For budget purposes, please allow an additional \$6,000 for reimbursable expenses, such as printing, mail, photography, travel, and presentation materials. We will bill monthly against the percentage of completed work for each phase, including reimbursable expenditures.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'M. Kimmel', written over a horizontal line.

Martin Kimmel, AIA, NCARB, Principal

Kimmel Bogrette Architecture + Site

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484.919.3498

Approved and Agreed to by:

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**Signature**

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**Title:**

**Date:**