

**ATTACHMENT A – DESIGN PROFESSIONAL SCOPE OF SERVICES  
DESIGN PROFESSIONAL SERVICES AGREEMENT**

Project No. 890A8054-003 – Red Bridge Road Community Consensus Study

**Phase 1 Public Involvement/ Survey/ Travel Forecast Review**

The goal of Phase 1 of the public involvement program is to engage the south Kansas City area in the determination of the purpose and future of Red Bridge Road as a thoroughfare.

**Task 1 – Kickoff Meeting**

The Consultant will meet with City staff and officials to review the project scope, fee and schedule, and to exchange information and expectations at the initiation of the project.

**Task 2- Program Management**

The Consultant will meet monthly with City staff and other critical times as may be necessary to brief staff on project progress and on project developments. The Consultant will send weekly email updates to the City’s project manager to keep them apprised of the project progress.

**Task 3 – Stakeholder Interviews**

The Consultant will conduct “formal” stakeholder interviews with key individuals, organizations and elected officials to listen, and to build trust and credibility early in the process. A stakeholder interview is a one-on-one discussion with an individual recognized as an elected or appointed official, agency staff member, or business or community leader. The Consultant will determine the appropriate number of interviews.

**Task 4 – Advisory Committee**

The Consultant will establish a stakeholder group/advisory committee, to serve in an advisory capacity:

- helping develop the community opinion survey, and
- providing input throughout the project.

The Consultant will determine the appropriate number of advisory committee meetings.

**Task 5 –Website**

The Consultant will create a project website that will be hosted by the Consultant, with a link from the City’s website. The Web page will be artistically designed and graphically intensive. The interactive sites will allow the user to:

- view latest developments in the project, images and graphics,
- view schedules and upcoming events ,
- download/print Documents and Maps, and
- submit comments or questions via an email link to the website host

**Task 6 – Media Relations**

The Consultant will prepare and implement a formal media relations plan and schedule of news releases and media advisories, facilitate relationships with print and broadcast journalists, and facilitate staff visit

with the Kansas City Star and other publications to encourage newspaper support for the process and its outcome.

#### Task 7 - South Kansas City Area Community Opinion Survey

The Consultant will conduct a community opinion survey of south Kansas City area households—of a scientifically random sampled population of up to 1,500 households to assure 400 validated responses—to ask questions about citizens’ opinions about the purpose and future of Red Bridge Road as a thoroughfare. The sample will assure a statistically valid tabulation with margin of error of approximately  $\pm 5\%$  at the 95% level of confidence.

The statistically valid sampling of the public at large opinions would inform the Steering Committee, city staff, planning commissioners, and elected officials about how the public at large defines and responds to the purpose and future of Red Bridge Road. The results of the survey will be used to guide the Consultant in the development of a menu of design alternatives reflecting the south Kansas City area goals for Red Bridge Road.

#### Task 8 – Travel Forecasts Review and Analysis

The Consultant will review the future year assumptions of land use and roadway network in the Kansas City travel demand model for the area. If warranted, the Consultant will identify a range of possible future land use and network alternatives, and will use those alternative scenarios to produce a range of possible future traffic forecasts on Red Bridge Road.

#### Task 9 – Design Parameters

The Consultant will identify critical safety and operation parameters necessary to implement the south Kansas City area goals for Red Bridge Road. These parameters will provide the basis for all design alternatives for Red Bridge Road. Relevant constraints include:

- Public safety
- Funding restrictions
- Schedule restrictions (2009 federal funding)
- Flood plain regulations
- Railroad grade separation
- Historical trail preservation
- Park access
- Boulevard system jurisdiction
- Park Board and City Council approval

Deviation outside the constraints will require clear justification.

#### Task 10 – Design Alternatives

The Consultant will prepare a menu of alternative design concepts which will reflect the results of the south Kansas City area opinion survey on the purpose and future of Red Bridge Road. The alternatives will serve as the starting point for the Phase 2 neighborhood charrettes.

#### **Phase 2 Public Involvement/ Simulations/ Charrettes**

The goal of phase 2 is to engage the various Red Bridge Road neighborhoods in developing a context sensitive consensus plan to address the goals the south Kansas City area residents have agreed to for Red Bridge Road as a thoroughfare street.

#### Task 11 – Traffic Simulation

The Consultant will apply the range of forecast traffic volumes to alternative cross sections of Red Bridge Road in a traffic simulation model to illustrate to the public the relationship between traffic volumes, alternative cross sections, and traffic congestion. The simulations will be used to present the alternatives to the public in the design charrettes.

#### Task 12 – Design Charrettes

The regional public and the local public (the Red Bridge neighborhoods) will be led in planning specific street improvement options. The charrettes will be facilitated in a highly interactive, problem-solving process. All interested stakeholders in this community project will be strongly encouraged to attend and participate. The Consultant will present discrete options to the neighborhood participants to develop a range of “must have” components that would lend themselves to most desirable roadway design alternatives.

The charrette process will provide specific engineering, safety, traffic management, and context sensitive design options for selection by the public participants—based on the consensus reached in Phase I. The charrettes will offer the opportunity for participants to view and comment on visual preferences for a range of options including but not limited to landscaping, aesthetics, traffic calming, context elements, signage, median options, lighting, and amenities. Given these options, a consensus design solution will result that will be a plurality choice among workable context sensitive engineering solutions, including street capacity design and safety. The charrette meetings will include presentations of the discrete design options, and detailed planning booklets and display maps and aerial photos for use in small facilitated work groups. The outcome of the charrette process will be consensus on the design concept.

#### Task 13 – Public Information Meeting(s)

An open house public meeting(s) will be held to show how the context sensitive elements would look if implemented on the consensus engineering solution. The preferred combination of alternatives will be visually simulated so that the public can gather a sense of the consensus plan.

#### Task 14 – Draft Report

The Consultant will prepare a draft report documenting the study process, results, and recommendations. The Consultant will submit the report to the City for review and comments.

#### Task 15 – Final Community Meeting

The Consultant will conduct an open house style meeting to present the final consensus plan to the Red Bridge Community. Consultant staff will be available in an informal setting to discuss the plan with attendees.

#### Task 16 – Final Report and Presentation.

The Consultant will finalize the report based on City staff and public comments. The Consultant will present the study results to the City Council and Parks Board.