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To: Lesley Riddle
Public Works Director
Department of Public Works
City of Hyattsville
4310 Gallatin Street
Hyattsville, MD, 20781

From: Kelly Fleming, PLA
Program Director
Neighborhood Design Center
4318 Gallatin Street
Hyattsville, MD 20781

Date: April 18, 2023

Subject: **NDC Proposal West Hyattsville Alley Visioning and Conceptual Design**

Dear Lesley:

NDC is happy to propose a scope of services proposal for engagement and design support to repurpose an existing paved right-of-way owned by the city into a multipurpose gathering area for the community. Please review the attached proposal and let me know if you have any questions. We look forward to working with you to provide an important community amenity and town asset from an under-used area in a key location.

Sincerely,

Kelly Fleming

West Hyattsville Alley

Project Overview

The proposed project is the development of a conceptual plan for a City-owned alley/right of way behind the businesses fronting Hamilton Street between Ager Road and Queens Chapel Road. This project sets out to make improvements to a site near an important commercial corridor in town, converting asphalt into a community gathering area to include amenities desired by the stakeholders and stormwater management.

Project Scope, Timeframe & Deliverables

NDC will conduct outreach with stakeholders to determine needs and locations for signage, seating, lighting, planting and additional amenities; evaluate drainage issues at the site and provide potential options to capture and treat stormwater; and combine the recommendations into a conceptual plan that will guide future design phases and implementation. The scope of services outlines the NDC team tasks, deliverables, timelines and fee for the engagement and conceptual design. These proposed services can be adjusted as needed through discussions with City of Hyattsville staff.

NDC proposes the following tasks and deliverables to be completed within 9 months barring delays due to directives from the City or other unforeseen circumstances. Tasks have been broken out by timing.

Month(s)	Task	Deliverable
1	1	Kickoff Meeting with City of Hyattsville Alignment of Engagement with City, Confirm timeline
2	2	Site Visits & Documentation Precedent and Code Research
2-4	3	Engagement Planning & Workshop
5-7	4	Final Deliverables

NDC requires 4 weeks' notice prior to project kick off to properly staff the project.

Task 1 Kickoff Meeting with City of Hyattsville

NDC will attend a project kickoff meeting with the City of Hyattsville staff to finalize the project scope, timeframe, major milestone dates and preliminary outreach strategy. Following the meeting, the team will develop a draft communications & outreach strategy to include ongoing social media, identification of existing stakeholder groups, and potential new target audiences for outreach.

\$2,700.00

Task 2 Site Visits & Documentation

NDC will review the survey (to be provided by the City), photograph existing conditions, review site orientation & context, create a site analysis plan and research precedents.

\$3,300.00

Task 3 Engagement Planning & Workshop

NDC will design the engagement process in close partnership with the City. NDC will provide guidance and direction about formats best suited to reach identified groups and gather appropriate information. NDC staff will attend (4) stakeholder meetings; design a community workshop session; promote and lead the session (with support from the City); document the process; and provide findings.

\$14,000.00

Task 4 Final Deliverables

NDC will synthesize the findings from Task 3 to create a Draft Conceptual Plan which will be shared with the stakeholders for comments. The plan will be finalized and included in the final document. Deliverables will include a rendered plan, 3-D views, precedent images and narrative.

\$14,000.00

Fees

NDC's fee for this project is \$34,000. The fee includes all services outlined in the scope and deliverables. NDC will invoice for work monthly. Invoices will be sent to the City of Hyattsville.

Travel expenses for meetings within Prince George's County are included in the project fee. Printing expenses for occasional documentation in 8.5x11 or 11x17 format (approximately two hundred (200) pages total) are also included in the project fee. Expenses for refreshments, high-volume or outsourced printing, space rental, or other materials that exceed \$20 are not included in the project fee and shall be submitted to the Client for approval prior to order.

Translation Services

NDC can provide Spanish-language translation of surveys and outreach materials, at an additional cost for this project. Proposal does not include this cost. Real-time Spanish interpretation at events is the responsibility of the City.

Qualifications And Experience

The Neighborhood Design Center has been operating in Prince George's County since 1993 and Baltimore since 1968. NDC is a strong, mission-driven nonprofit organization that works to improve neighborhood livability, sustainability, and viability by mobilizing resources in support of community sponsored redevelopment projects.

Project Team

The following NDC program staff will be assigned to the project:

Kelly Fleming, PLA, Landscape Design Program Director: Kelly Fleming is a landscape architect with over 20 years of academic and professional experience that spans the public and private sectors. Kelly's experience includes numerous projects focused on environmental sustainability and community engagement, as well as extensive experience as a project manager for municipal, residential, and commercial projects.

Jenny Smeltzer, PLA, Project Manager

Jenny is a registered landscape architect with 17 years of experience and training in sustainable and resilient design, urban design, park design, site planning, master planning, and conceptual design.

Additional NDC Staff: NDC may appoint additional staff to work on projects at its sole discretion to meet desired timelines and coordinate workflow with other NDC projects and programs.

Ownership of Work Products

NDC will retain ownership of the designs created by its staff, and grants the City of Hyattsville and project specific partners a non-exclusive license to use them. Client organizations will be provided electronic files of final documentation, typically in PDF format. Future uses of any must credit NDC as the owner and creator. This includes derivatives of the design adapted by others.

This estimate is valid for 30 days.

Jennifer Goold, Executive Director
the Neighborhood Design Center

Date