



MakPro Services, LLC
2036 N. Gentry • Mesa, AZ 85213

Office: 480-890-1927
Fax: 480-964-7555
Email: teresa@makprosvc.com

February 28, 2014

Mr. Joshua Plumb
City of Maricopa
39700 W. Civic Center Plaza
Maricopa, AZ 85138

Dear Joshua:

MakPro Services, LLC (MakPro) is pleased to provide the following proposal for public involvement and outreach services for the City of Maricopa's SR 347 at Union Pacific Rail Road (UPRR) Grade Separation Projects. As currently scheduled, the project will include three phases with some additional work at Edison Road. The three phases include relocation of the Amtrak station, connection of Honeycutt Road with the Maricopa-Casa Grande Highway, and the SR 347 Overpass. Public involvement and outreach is an important element in large capital projects, and provides a link between the project and the community it impacts. In addition, it provides the effected community an opportunity to learn about and perhaps even understand the need for what will be occurring around them, and offers avenues for further information and comments regarding the project. Many times this small link is all that is needed to help a project run more smoothly.

To restate my understanding, this proposal includes public involvement and outreach during planning, design and construction for the projects as part of the SR 347 project (Amtrak, Honeycutt, Overpass and Edison Road). Based on the information from our recent scoping meeting, the effort will include:

- **Initial Research and Coordination** to understand the project, the project area, any unique characteristics of the project area stakeholders to better coordinate the public involvement and outreach efforts. Activities in this task will include:
 - Site visit to project area
 - Coordination with staff to develop communication protocols
 - Development of project messages or themes

- **Development of Materials** not related to public meetings for ongoing information related to the project. Activities in this task will include:
 - Developing FAQs and other materials for posting in public notice locations for interested residents, businesses and property owners to find out information related to the project.
 - Translation of materials for non-English speakers.
- **Website Coordination** in an ongoing effort to ensure that web content is fresh and current. As the project progresses, website content will be reviewed, updated content developed for the City's review, and coordinate to have content loaded to the project website.
- **Stakeholder Meetings** will be conducted, as necessary, to discuss and address unique project issues or challenges. These meetings are unique in that they are typically smaller in nature, and are coordinated to either address specific issues unique to a subset of the project stakeholder group or to call together specific stakeholder groups, such as businesses in a specific area, to address their unique needs or provide information related to that unique stakeholder group. Activities in this task include:
 - Developing meeting objectives and agendas
 - Identifying participants, developing invitations, and coordinating printing and distribution; or telephonic contact to invite participants
 - Scheduling a venue for the meeting, when necessary, and accommodate the logistics such as A/V, room set-up, refreshments, sign in sheets
 - Facilitate discussions during the meeting and document meeting discussions
- **Public Meetings** will be conducted as determined by the project team and schedule. Activities in this task include:
 - Developing meeting objectives, design, format and agenda
 - Developing participant invitations and identify boundaries or methods of distribution
 - Personal distribution of invites to key stakeholders or property owners
 - Developing media releases or copy for local newspaper or other distribution channels
 - Scheduling a venue for the meeting, when necessary, and accommodate the logistics such as A/V, room set-up, refreshments, sign in sheets
 - Coordinating with project team members to develop meeting exhibits and presentation materials
 - Developing meeting handouts for participants
 - Facilitate discussions during the meeting and document meeting discussions

- **Coordination of Project Events** will be provided to ensure the public has an opportunity to participate in the celebration or recognition of key project milestones and events. Activities in this task include:
 - Coordinating the venue, schedule, logistics, and agenda for the event
 - Coordinating schedules for key stakeholders, elected officials, or management who will be attending or speaking at the event
 - Coordinating media information in coordination with the City, such as media releases and information

- **Construction Information** will be provided as projects move to construction. Activities under this task will include:
 - Developing and broadcasting or distributing initial information prior to construction to inform stakeholders of upcoming start of construction and tentative sequence and schedule
 - Developing construction updates to keep project area stakeholder informed related to upcoming construction
 - Developing materials, flyers, newsletters for notification to property owners and businesses of upcoming work
 - Coordinating and notification for unique impacts such as access restrictions or utility service disruptions
 - Coordinating and notification for larger impacts with more severe restrictions, such as road closures
 - Responding to the project hotline during construction and coordinating with the contractor to address stakeholder issues and concerns

- **Community Contact** is typically conducted through all phases of the projects and includes discussions either prompted by the project, such as discussions related to unique or sensitive project needs, schedule limitations, easements, or rights-of-way; or discussions prompted by the community where they may make contact regarding understanding project information or construction impacts. This effort may include telephonic conversations or even personal visits based on the circumstances.

- **Status/Project Meetings** are typically conducted on a regular basis during design or construction, and we've found that it is the most effective way to stay tuned into project information and be able to provide input related to stakeholder impacts and concerns. In addition, this reduces the amount of time that would be needed to gather information related to other activities such as website and construction updates. Status meetings may also be necessary for internal project team discussions related to project events or needs.

- **Coordination/communication for other City project or events** will be conducted so that communications with project area residents, property owners and businesses will provide continuous, consistent messaging and information. In addition, this provides one common point of contact for project area stakeholders, which makes communicating with the project team more convenient for those in the project area.
- **Reimbursable expenses** are expenses incurred directly related to the project to include, but not limited to, the following:
 - Printing of materials or meeting notifications
 - Postage for mailers or invitations
 - Costs associated with ad copy for newspapers or mass distribution
 - Costs associated with translation of materials
 - Costs associated with translation during stakeholder meetings, public meetings or community contact
 - Fees related to venues for meetings or events
 - Fees for equipment rental (i.e., tables, chairs, ramadas, etc.) for project ceremonies such as ground breakings, ribbon cuttings, etc.
 - Other expenses directly related to the project which will be submitted for approval by the City prior to incurring

Attached is the proposed cost estimate and estimated hours to fulfill the efforts related to this project as I understand them today. However, if I've missed or misunderstood any of the project scope, or if you'd like to customize this proposal in some other way, please let me know. We track hours on a regular basis and our invoices provide this level of detail as well. For that reason, we may need to revisit this estimate, in particular for future years, should the estimated hours be significantly higher or lower than the actual hours needed to accomplish the project objectives.

This proposed cost estimate assumes an hourly labor rate of \$110 per hour for principal, \$85 per hour for associates, \$40 per hour for additional admin support for larger public meetings, and \$85 per hour for translation of materials and during public meetings or events. In addition, there is a 10% mark-up on reimbursable expenses.

This estimate includes incidental local telephone calls, process design, meeting preparation and facilitation, meeting materials and equipment, and local transportation. The total cost for the public involvement and outreach services as identified in this proposal and the attached proposed cost estimate **should not exceed \$112,065 total, with \$15,860 of that attributed solely to FY2014, which ends June 30, 2014.**

This proposal assumes that, since there are several projects in various stages of planning, design and construction, there will be the ability to combine information for public meetings and open houses. It is also assumed that any displays, exhibits, engineering designs or details, required for public meetings or open houses will be provided by the City of Maricopa, the design engineer, or contractor. MakPro is not responsible for project signage or traffic signage. In addition, the estimate incorporates efficiencies from one task/activity to another, so removal of an activity may require an adjustment of hours in other activities. Changes of substance to this proposal during the project may affect the final cost.

Thank you for the opportunity to work with the City of Maricopa! Should you have questions or need additional information regarding this proposal, please feel free to contact me at (480) 890-1927.

Sincerely,

Teresa Makinen

City of Maricopa - SR 347 at UPRR Grade Separation Projects
Estimated Hours Cost

FY 2014	Principal		Associate		Admin Support		Translation		FY 2014 Total			
	Task	Est Hours	Cost	Est Hours	Cost	Est Hours	Cost	Est Hours	Cost	Fees	Reimbursable Expenses	Cost
Initial Research	8	\$880	6	\$510		\$0		\$0		\$1,390		\$1,390
Material Development	14	\$1,540		\$0		\$0	3	\$255		\$1,795	\$1,440	\$3,235
Website Coordination	10	\$1,100		\$0		\$0	3	\$255		\$1,355		\$1,355
Stakeholder Meetings	18	\$1,980	4	\$340		\$0	6	\$510		\$2,830		\$2,830
Public Meetings	6	\$660		\$0		\$0		\$0		\$660		\$660
Project Events		\$0		\$0		\$0		\$0		\$0		\$0
Construction Info		\$0		\$0		\$0		\$0		\$0		\$0
Community Contact	18	\$1,980		\$0		\$0	6	\$510		\$2,490		\$2,490
Status/Project Meetings	12	\$1,320		\$0		\$0		\$0		\$1,320		\$1,320
Other City Projects	10	\$1,100	8	\$680		\$0		\$0		\$1,780	\$800	\$2,580
FY 2014 TOTAL:									\$13,620	\$2,240	\$15,860	

FY 2015	Principal		Associate		Admin Support		Translation		FY 2015 Total			
	Task	Est Hours	Cost	Est Hours	Cost	Est Hours	Cost	Est Hours	Cost	Fees	Reimbursable Expenses	Cost
Initial Research		\$0		\$0		\$0		\$0		\$0		\$0
Material Development	10	\$1,100	4	\$340		\$0	3	\$255		\$1,695		\$1,695
Website Coordination	20	\$2,200		\$0		\$0		\$0		\$2,200		\$2,200
Stakeholder Meetings	30	\$3,300	24	\$2,040		\$0	6	\$510		\$5,850		\$5,850
Public Meetings	50	\$5,500	40	\$3,400	12	\$480	12	\$1,020		\$10,400	\$7,000	\$17,400
Project Events	20	\$2,200	20	\$1,700	10	\$400		\$0		\$4,300	\$1,000	\$5,300
Construction Info	36	\$3,960		\$0		\$0		\$0		\$3,960		\$3,960
Community Contact	24	\$2,640		\$0		\$0		\$0		\$2,640		\$2,640
Status/Project Meetings	80	\$8,800		\$0		\$0		\$0		\$8,800		\$8,800
Other City Projects	10	\$1,100	8	\$680		\$0		\$0		\$1,780	\$800	\$2,580
FY 2015 TOTAL:									\$41,625	\$8,800	\$50,425	

FY 2016	Principal		Associate		Admin Support		Translation		FY 2016 Total			
	Task	Est Hours	Cost	Est Hours	Cost	Est Hours	Cost	Est Hours	Cost	Fees	Reimbursable Expenses	Cost
Initial Research		\$0		\$0		\$0		\$0		\$0		\$0
Material Development	16	\$1,760	6	\$510		\$0	3	\$255		\$2,525		\$2,525
Website Coordination	20	\$2,200		\$0		\$0		\$0		\$2,200		\$2,200
Stakeholder Meetings	20	\$2,200		\$0		\$0	3	\$255		\$2,455		\$2,455
Public Meetings	30	\$3,300	24	\$2,040	9	\$360	9	\$765		\$6,465	\$4,200	\$10,665
Project Events	20	\$2,200	15	\$1,275		\$0		\$0		\$3,475	\$1,200	\$4,675
Construction Info	48	\$5,280		\$0		\$0		\$0		\$5,280		\$5,280
Community Contact	44	\$4,840		\$0		\$0		\$0		\$4,840		\$4,840
Status/Project Meetings	96	\$10,560		\$0		\$0		\$0		\$10,560		\$10,560
Other City Projects	10	\$1,100	8	\$680		\$0		\$0		\$1,780	\$800	\$2,580
FY 2016 TOTAL:									\$39,580	\$6,200	\$45,780	