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Partnerships Committee  
Ann Arbor Downtown Development Authority  
150 South Fifth Avenue  
Suite 301  
Ann Arbor, MI 48104

8 June 2011

Dear Members of the Partnership Committee,

Thank you for this opportunity to submit a proposal to assist in shepherding a public process and developing a conceptual plan for three downtown parcels: the "Library Lot," the "old Y site," and the "Palio lot."

We envision a minimal process of three stages and anticipate a timeline as follows:

I. **Preliminary Analysis, Data Gathering, and Meetings - July-September**  
Preparation for first public meeting.

II. **Public Meeting #1 - October**  
Solicit public input. In order to frame the discussion, we will begin with a presentation on the opportunities, constraints and possibilities, with examples drawn from other cities. The discussion will entail a broader conversation about the community's aspirations for downtown as a whole and how the three sites can contribute to a longer term vision, in addition to input specific to the three sites in question.

We may conduct this meeting in two separate, identical, sessions, thereby allowing participants to choose a session that best meets their schedule, and encouraging better dialogue with smaller groups.

**Public Meeting #2 - November**  
Present options. We will return with 2-3 concepts/illustrative plans for the public's response.

III. **Final Concept Plan - January**

We will consolidate feedback into a final concept plan (with variations should alternatives prove helpful) that describes massing, ground floor uses, public/civic uses, public space and pre-schematic site design. This concept plan can be used to inform RFPs that will be successful in soliciting proposals that meet the community's needs and desires for the three sites.

We will present this concept plan and a summary of the public process to the DDA and to the City Council (jointly or separately).

**Scope: Doug Kelbaugh and Kit McCullough**

The scope of our work will include:

1. Analysis and data gathering, including meeting with up to six key stakeholders, agencies and other relevant constituencies (with and without DDA staff).
2. Facilitation of two to three public meetings, preparing materials and presentations for each.
3. Assist the DDA in the conception, design, content and assessment of web-based public outreach/input.
4. A deliverable of a consolidated concept plan with a very brief written report, with presentations to the DDA and the City Council.

*Notes;*

- a. We will be providing these services in our capacity as independent professionals, not as University of Michigan employees. (Although, we may hire a student(s) for paid work on this project, any related research or other work performed by students enrolled in our courses will be directed by pedagogical objectives to meet course requirements.)
- b. Our performance of these services is dependent on a July or August, 2011 start date and January, 2012 end date; we will not be able to provide these services after January.

Our fee for this scope of work is **\$30,000** plus reimbursable expenses.

The reimbursable expenses we foresee at this time are printing and purchase of maps, but others may arise. Billing will be done in three installments of \$10,000 upon completion of each of the three stages. Payment for both consultants will be done through Doug Kelbaugh.

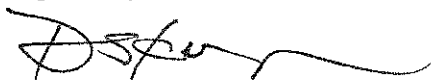
**Scope: Downtown Development Authority**

We will expect the DDA to be responsible for the following:

1. Provide maps, studies, and other data and background materials.
2. Arrange and manage public meetings, including arranging for meeting space, public notices and outreach, and logistics. Record meeting minutes. Cover any related expenses. Assist with arranging private meetings.
3. Web-based public outreach, which may include a blog, Facebook page, or other website(s) and/or an internet survey. Collect and compile public input generated by this outreach.

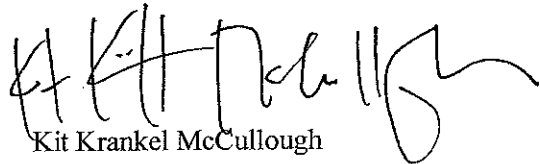
Thank you for all consideration given this proposal.

Respectfully submitted,



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