

**Proposal for Consultation Services for
Asphalt Art in Miami Beach**

Street Plans is excited to work with the City of Miami Beach Department of Tourism and Culture to identify potential sites for Asphalt Art around Miami Beach, design conceptual site plans, and work with city and county staff to identify permitting pathways and an implementation process.

We envision our involvement in this proposed scope of work to start in September 2023. The work involves the following four core tasks, explained at length below, during which projects are identified, vetted, designed, and implemented. Tasks 1-3 should take 4 - 6 months. Task 4 should take an additional 6 months.

Task 1 – Project Management

Task 2 – Project Vetting

Task 3 – Project Development

Task 4 – Project Implementation

TASK 1: PROJECT MANAGEMENT

1.1 Monthly Reporting & Meetings

Street Plans' principal will track and manage the project budget, track key budget and timeline progress, make staffing and expense corrections as needed. Regular, ongoing meetings (and email communications as needed) will keep the internal project team informed and projects tasks moving forward on schedule, particularly during the project. For this kind of project we recommend bi-weekly monthly meetings with a core team of staff. Street Plans will support the City in the coordination of project communication efforts with elected, governmental, and community partners as needed.

Task 1.1 Deliverables:

- Monthly invoices
- Meeting agendas, materials as needed; ongoing electronic communication (emails etc.)

TASK 2: Project Identification

2.1 Public Workshop #1 (Kick-Off)

If desired by staff, Street Plans will host a kick-off public meeting to solicit potential Asphalt Art sites from around Miami Beach. The first public workshop will be an on-site project planning workshop where we will provide an overview of the approach that help make Asphalt Art projects successful. The workshop will include an interactive planning exercise that will solicit project locations and begin to vet potential project ideas. The workshop effort will target key stakeholders (residents, visitors, elected officials, public transit agencies; local alternative transportation advocacy groups; business owners and other educational, religious, and civic institutions). The workshop will be exploratory in nature and introduce the project, as well as the asphalt art project delivery process. The goal of this task is to educate partners and the public about what asphalt art is and how it works most effectively, and to walk away with potential sites to review. This exercise will also help our project team identify a larger pool of volunteers and allies who can be called on for project implementation, should a project require it.

Task 2.1 Deliverables:

- Street Plans will create presentation for workshop, maps for activity (from Task 2.1)
- City will publicize event, secure venue, send out invites, print any maps

2.2 Project Development

Based on our field survey, conversations with staff and the community, we will create a list and map of potential asphalt art projects. Projects will be based on organizational/governmental commitment, volunteer capacity, materials and project delivery budget, local business involvement, local plans/policies, political leadership/champions, and the built context: land use, street network, street types and other urban design aspects conducive to a range of project types, and all while considering geographic/social/economic equity in the selection process. Street Plans will lead internal meetings with city/county staff to review the list, discuss project selection + permitting process, and explore project risks and opportunity for various project types/locations.

Task 2.2 Deliverables:

- Projects List and Map Diagram
- Project selection meetings as needed with City / County staff
- Presentation to City Commission if needed

TASK 3: Project Development

3.1 Project Design

We will review the top 5-7 chosen sites and develop high level conceptual plans that show where potential asphalt art may be located. The plans will show relevant dimensions and conceptual level traffic control devices (delineators, modular curbing, planters, etc.). The plans will be accompanied by high level material calculations and budgets. Street Plans will convene meetings with City/County staff to review as needed to gain clarity on potential projects as they are developed.

Task 3.1 Deliverables:

- Conceptual Plans + Material list / budget takeoff (5-7)
- Project review meetings as needed with City / County staff
- Presentation to City Commission if needed

3.2 Public Workshop #2 (Project Development)

If desired by staff, Street Plans will run a second additional public workshop at the end of Task 3. During the second workshop, draft concept plans will be presented, and participants will be asked to vote on the top 2 contenders for implementation in phase 2. Street Plans will utilize workshop input to further develop and refine recommendations tailored to local needs, as well as to target areas of specific concern. The result of Task 3 will be the selection of 1-2 sites to be implemented in Task 4.

Task 3.2 Deliverables:

- Street Plans will create presentation for workshop, maps for activity (from Task 2.1)
- City will publicize event, secure venue, send out invites, print any maps

TASK 4: PROJECT IMPLEMENTATION

4.1 Striping Plans

Once the site or sites have been selected, Street Plans will develop detailed striping plans to ensure feasibility and to help guide implementation. The development of the striping plans will take place in close collaboration with the city staff and may make use of materials already on hand, or require purchasing new materials to fit the scale/scope of the project(s).

The project type, context, and scale of intervention will dictate materials use and cost. Additionally, because each potential site is unique, we'll need to develop installation plans for all aspects of the project. That said, our material choices will intended to be replicable/reusable and therefore scalable across as many of City's various projects as possible. Street Plans will right size the project based on the material budget.

Task 4.1 Deliverables:

- Draft and Final Striping Plans for a asphalt art project. (1-2)

4.2 Asphalt Art development

Central to the implementation of the project will be the development of the asphalt art design itself. Street Plans has a robust portfolio of asphalt art designed by Tony Garcia and his studio. Street Plans will work with the city to develop an art development and selection process either in house or working with outside artists. If working with outside artists, Street Plans will translate initial concept sketches into designs that are implementable. This process may include additional public design workshops, juried contests, an RFP, or other art solicitation services.

Task 4.2 Deliverables:

- Art selection process and development of technical drawings necessary for art implementation.

4.3 Implementation Plans

Planning for, and installing asphalt art projects presents a specific set of logistical challenges but also numerous community-building opportunities. Indeed, from material identification and storage/staging, to permit applications and material deployment, every step of the installation process should be considered as a tool for building social capital and community capacity that supports the implementation of permanent infrastructure.

We understand that planning for material procurement, staging, and security/safety needs will be paramount to the success of each project. We also know that without careful planning, logistical costs can escalate quickly so we have developed creative installation approaches that keep the costs low and the logistics streamlined for our clients. We will explore a full range of strategies with City to creatively interpret the permitting process to incur the least amount of red tape; source materials so that the cost is as low as possible; and/or work with the City of Miami Beach to lower various costs. We will also develop a strong contingency plan in case of poor weather and develop materials that are appropriate for the climate and a range of possible weather conditions over the proposed lifespan of the project(s).

Street Plans will work closely with city staff and partners in developing a project implementation plan. This work will include advising on the permitting process, leading materials selection and procurement, assisting the City with the development of a traffic management plan, and establishing a de-installation plan.

Street Plans will provide necessary materials and labor for implementation, with City support. It is understood that the projects will involve volunteer support and will also rely on City staff involvement. Street Plans will coordinate volunteers prior to “the build,” while Street Plans will works with City officials to address design and traffic control issues. A complete outline of the process that leads up to, and guides project implementation will be developed as a project brief for each team. Street Plans will develop a documentation plan (for photography or other documentation means) to be implemented by the City.

Task 4.1 Deliverables:

- Street Plans to produce Implementation Plan and “run of show” guiding “build day” implementation.
- Street Plans to produce Documentation plan.
- Street Plans to lead volunteer recruitment

4.4 Project Implementation

Beyond attention to detail and making a complex implementation process look simple, installation planning requires a sense of fun and an expectation that not everything will go exactly to plan. Indeed,

some logistical challenge will undoubtedly arise within the planning/installation planning process. Knowing this in advance will allow our team to set clear expectations with all partners. Our team is experienced in this regard and will advise City how to transform challenges into opportunities for learning and capacity building at the local level. This advice will come in handy as City continues to develop and implement pilot projects in future phases of this project. Street Plans will share all of its photos, notes, etc. following implementation for use by City. City will be responsible for documenting the project with professional photographers, drones, time laps photography.

Task 4.2 Deliverables:

- Leadership and on-the-ground participation in the production and delivery of project.
- City to lead implementation of documentation plan.

II. Fee

The total project fee will depend on the final materials selected. Therefore, a range of potential materials costs is provided below:

Phase 1 - Project Scoping

- Task 1 - Fee included in line items below
 - Task 2.1 - Initial Workshop - \$10,000
 - Task 2.2 - Project List and Map - \$15,000
 - Task 3.1 - Conceptual Plans, Material list, Budget- \$25,000
 - Task 3.2 - Selection Workshop - \$10,000
- Total - \$60,000

Phase 2 - Project Implementation

- Task 4 - \$75,000 - 120,000 / site
- Materials Budget: \$15,000 - \$150,000 depending on number of sites, quality of materials, striping required vertical materials (planters, delineators, etc.), contractors, etc.