

**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 implement an asphalt art project for the 200-300 blocks of Lincoln Road. The work involves the following four core tasks, explained below, during which the project is designed, permitted, and implemented. The anticipated project timeline based on past experience with Miami-Dade County Transportation and Public Works is 10-12 months.

Task 1 – Project Management

Task 2 – Project Design

Task 3 – Project Permitting

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, and make staffing and expense corrections as needed. Regular, ongoing meetings (and email communications as needed) will keep the internal project team informed and project tasks moving forward on schedule, particularly during the project. We recommend bi-weekly monthly meetings with a core staff. Street Plans will support the City in coordinating project communication efforts with elected, governmental, and community partners as needed.

Task 1.1 Deliverables:

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

TASK 2: Project Design

2.1 Public Workshop #1 (Kick-Off)

Street Plans will host a kick-off public meeting to introduce the project and the idea of Asphalt Art to the community and interested stakeholders from around Miami Beach. The workshop will be an on-site project planning workshop where we will provide an overview of the approach that helps make Asphalt Art projects successful, and introduce the site. The workshop will include an interactive planning exercise that will solicit ideas from the public about how the 200-300 blocks of Lincoln Road may be converted into pedestrian space, and what themes may be relevant to an asphalt art design. 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
- City will publicize event, secure venue, send out invites, print any maps

2.2 Project Development

Based on our field survey, and conversations with staff and the community, we will create 3-4 conceptual designs of the 200-300 blocks of Lincoln Road. Each design will consider operational challenges with alley access, curbside dropoffs, and other factors. Each design will be evaluated 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. Street Plans will lead internal meetings with city/county staff to review the list, discuss the project development + permitting process, and explore project risks and opportunities for various project types/locations. A design will be chosen as part of this task to move forward to Task 3.

Task 2.2 Deliverables:

- Conceptual Designs
- Design meetings as needed with City / County staff
- Presentation to City Commission if needed

TASK 3: Project Permitting

3.1 Project Design

Based on the selected design chosen in Task 2.2, we will develop a detailed set of 30% plans that include necessary striping and other construction details, as well as the blank 'canvas' for asphalt art. 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 as designs are developed.

Task 3.1 Deliverables:

- 30% Plans + Material list/budget takeoff
- Project review meetings as needed with City / County staff
- Presentation to City Commission if needed

3.2 Striping Plans + Procurement of Materials

Street Plans will continue to develop detailed striping plans to ensure feasibility and to help guide implementation in Task 4. The development of the striping plans will take place in close collaboration with the city and county staff. Street Plans will develop 60%/90%/100% plans for permit submittal and approval, and manage coordination with the county on addressing comments. It is understood that no additional traffic analysis or studies are included in this scope. As part of this task, Street Plans will continue to develop the project budget and work with City of Miami Beach Procurement staff to identify contractors/materials and procure materials. It is understood that no material costs or expenses are included in this budget.

Task 3.2 Deliverables:

- Draft and Final Striping Plans for asphalt art project.
- Project budget and JOC/Miami Beach procurement coordination

TASK 4: PROJECT IMPLEMENTATION

4.1 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. We propose developing 2-3 designs during this task.

Task 4.1 Deliverables:

- Development of art designs for the project including

4.2 Public Workshop #2 (Project Development)

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 design to be implemented from the designs developed in Task 4.1. Street Plans will utilize workshop input to further develop and refine recommendations tailored to local needs, as well as to target areas of concern.

Task 4.2 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

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 the 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, hiring a traffic control company, and thinking through long-term maintenance or removal.

Task 4.1 Deliverables:

- Implementation Plan and “run of show” guiding “build day” implementation.

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 challenges 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 the City on how to transform challenges into opportunities for learning and capacity building at the local level. This advice will come in handy as the City continues to develop and implement pilot projects in future phases of this project. The city will be responsible for documenting the project with professional photographers, drones, and time-lapse photography.

Street Plans will manage staging materials purchased by the city, and managing both volunteers and paid contractors. It is understood that implementation will include a combination of volunteer support, City staff involvement, and paid contractors. Street Plans will coordinate volunteers before “the build,” and work with City officials to address design and traffic control issues. A complete outline of the implementation process will be developed as a project brief for each team.

Task 4.2 Deliverables:

- Leadership and on-the-ground participation in the production and delivery of project.



II.Fee

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

- Task 1 - Fee included in line items below
- Task 2 - Project Design - \$25,000
- Task 3 - Project Permitting- \$75,000
- Task 4 - Project Implementation - \$50,000

Total Labor Budget - \$150,000

Materials Budget: \$100,000 - \$150,000 depending on the extent of final design, quality of materials, vertical delineation (planters, delineators, etc.), contractors, etc. To include the cost of paint, delineators, painting materials, rental of equipment, striping contractors, etc. All materials necessary for implementation are to be paid directly by the city.

Project Expense Budget: \$10,000 - To include travel expenses for Street Plans staff for the build, meals, transportation, equipment rental, and printing costs. These are costs incurred by Street Plans to be billed to the city with documentation.

Total Project Budget - \$260,000 - \$310,000

Not Included in the budget:

- Photography/ videography
- Maintenance or removal costs
- Traffic Analysis