

## **Work Plan No A.01-10 Ashby TOD Solicitation Support & Community Engagement**

### **Scope:**

#### **2.0 SCOPE OF SERVICES**

##### **Task 1 – Coordination and Project Management**

This task includes general project management and coordination with BART and the City of Berkeley. The budget for this task estimates the number of meetings that may occur during the project. The number of meetings may vary depending on need and length of meetings. The budget assumes an overall amount of time and budget. Activities included in this task are:

- Internal and External Project Meetings (Includes Agenda Preparation and Recap Notes)
- Timeline Management, Budget Maintenance & Tracking
- Managerial duties, invoices, and coordination between the team through April 2026

##### **Task 2 – Developer Selection Support**

Raimi + Associates (R+A) will support BART and the City of Berkeley with the selection of the developer for the Ashby West lot. Specific activities may include the following:

- Review Draft RFP for consistency with Circulation Framework/Adeline Connection Memo/Preliminary ODS
- Review Questions from Developers
- Prepare for and Attend Developer Q&A Technical Session on Circulation Framework/Adeline Connection Memo/Preliminary ODS to answer technical questions
- Review design proposals
- Summary presentation of design proposal analysis

- Attend selection meeting to answer questions

### **Task 3 – Community Engagement Support for Objective Design Standards (ODS) and Developer Finalist Presentation**

The City of Berkeley has been developing Objective Design Standards (ODS) for the future development at the Ashby BART station. After a Developer is selected, BART, the City and Developer will identify revisions to the Preliminary Objective Design Standards (ODS) into a Public Draft ODS document based on feedback from the community, City, BART, and Developer Team. The Draft ODS will then go to the Planning Commission and to Council for adoption.

D&A Communications (D&A) will support BART and the City of Berkeley with community engagement for this process. The D&A will prepare for an attend Objective Design Standards community meeting, noting that the Objective Design Standards are required documentation for the selected TOD developer to proceed with the TOD. D&A will also support a community event for developer finalist presentations.

D&A will provide planning and event logistics for up to two in-person community meetings at South Berkeley Senior Center and Ed Roberts Campus.

Sub-tasks include:

- **Work Plan & Event Concept Development:** D&A will facilitate a Project Kick-off meeting to review the scope, timeline, and objectives for the meeting.
  - Project Kick-Off Preparation and Meeting(s)
  - Work Plan, Event Concept & Plan with Review and Adjustments
- **Pre-Event Planning:** D&A will coordinate the development of collateral, secure food and refreshments, and secure the meeting location.
  - Collateral Development (includes Boards, Tent Cards, Comment Cards, Comment Box Sign, Name Tags, Sign-In Sheets, and Agenda)
  - Food and Refreshments Coordination
  - Location Vendor Coordination (assuming location will be Ed Roberts Campus and no research will be needed to find a venue)
- **Logistics & Day of Event Management:** D&A will support the day of event management and logistics which will include setting up the event space and breakout rooms with furniture and collateral. We will provide recap notes of the event.
  - Run of Show Document Development (Includes Event Layout, Support, Editing, and Coordinating with the Team Before Event Date)
  - Day of Event Coordination and Support (Includes Set-Up of Event Space and Breakout Rooms, Attendance, Breakdown, Day-of Logistics, Vendor & Event Coordination)
  - Event Recap Notes
- Direct costs could include
  - Venue rental fee
  - Transportation
  - Refreshments

**Prime: Raimi + Associates, Inc**

<b>Subconsultant</b>	<b>Amount</b>	<b>DBE (Y/N)</b>	<b>SBE (Y/N)</b>
D&A Communication	\$34,445	Y	Y

**Total Work Plan Value: \$50,396**