

*Recommended changes to the scope of work are highlighted in **blue bold**.

SCOPE OF WORK

A. Within the foregoing context, the selected Consultant(s) shall:

1. **Create an overall urban design vision** for the Verdugo Wash that extends from its northernmost origin to its confluence with the LA River and Griffith Park beyond.
2. **Create a strategic branding program for immediate use on all materials as recognized symbol of the park. This will include logo, color schemes, wayfinding plan, and other identifying tools to be used for marketing and branding of the project.**
3. **Establish identifiable segments of the path** and create unique visions, themes, or environments for each of the proposed segments.
 - Identify how each identified segment will integrate into the urban fabric of the City. Include varying opportunities for interfacing at multiple points given grade changes, functionality constraints and unique connectivity opportunities.
 - Identify how each segment of the Verdugo Wash will relate and identify with the other segments and their visions.
4. **Incorporate new pedestrian and cycling trails** into the existing network of trails including but not limited to the Citywide Pedestrian Plan and Bicycle Transportation Plan. Identify connection points to the City's existing and future bicycle and pedestrian infrastructure.
5. **Identify opportunities for parks** over the Verdugo Wash and adjacent to the wash.
6. **Capitalize on existing elements** along the Verdugo Wash such as business districts, cultural & entertainment venues, the downtown, city parks & open space, and nearby Griffith Park.
7. **Identify opportunities for fixed or temporary uses** along the Verdugo Wash to promote civic & social engagement using urban design and art implementation strategies.
8. **Identify early and easily implementable strategies** that can allow the vision to take shape sooner rather than relying on long term strategies.
9. **Utilize innovative experiential urban design, landscape architecture, art, and place-making tools** to create an aesthetically interesting and interactive urban space. This may include but is not limited to: paving materials, landscape palette, art installations, wayfinding, and other unique design strategies that will create an identifiable vision.
10. **Identify sustainability and environmental remediation measures** including an urban reforestation strategy to counter the effects of climate change and support habitat restoration.
11. **Identify opportunity parcels** or those that could be subject to acquisition that the City should consider purchasing for the betterment of the overall vision.

B. Specific Consultant tasks:

1. **Participate in a kick-off work session & site tour** (possibly a bike tour) with City staff to review the context and unique segments. City staff and consultants will discuss the approach to the Project. City staff will provide all available background and existing conditions information, including relevant studies and initiatives.
2. **Develop a branding program including graphics and color scheme for the project to be used for all promotional materials and future wayfinding signage.**

3. **Identify relevant precedents** of comparable urban places, including best practices, and provide a brief summary of each including successes, challenges, comparable scenarios, and unique elements.
4. **Review requirements of associated agencies** such as the State of California Department of Transportation (Caltrans), the State of California Division of Flood Management, the US Army Corps of Engineers, City of Los Angeles and/or the Los Angeles County Flood Control District to identify any potential constraints associated with concepts and objectives of the Verdugo Wash Visioning.
5. **Develop framework plans to support the vision including hydrology, mobility, and sustainability**
6. **Establish identifiable segments of the path** and create unique visions, themes, or environments for each of the proposed segments.
7. **Evaluate the alternatives** relative to land use adjacencies to enhance opportunities to better interface with future development. The evaluation should include an analysis of the potential benefits and impacts on mobility, parking, and public safety to the communities alongside the Project.
8. **Identify and evaluate opportunities** to strengthen the vision of the Verdugo Wash through:
 - Conceptual improvements to existing pedestrian facilities and network;
 - Conceptual improvements to existing bicycle facilities and network;
 - Programmatic improvements to the environment through engagement and activity;
 - Programmatic improvements that will enhance the Verdugo Wash as a place of gathering or social interaction, and attract and engage users through innovative urban design features and a strong public art component; and
 - **Identification of opportunity sites for potential acquisition at significant locations.**
9. **Prepare presentation materials** and ideas for community outreach.
10. **Facilitate community outreach** event(s) to present initial concepts to the public and receive feedback
11. **Generate alternatives** based on City objectives, community feedback, and consultant expertise; and meet with City staff to review these alternatives.
12. **Develop alternative unifying themes.**
13. **Prepare presentation graphics of alternatives** to adequately convey the concepts.
14. **Participate in presentation of alternative concepts** and community feedback at public hearings.
15. **Refine the preferred alternative(s)** concept incorporating City Council, Commissions, community and staff review feedback.
16. **Establish an implementation strategy and timeline that will allow the vision to be realized sooner rather than relying on long term strategies. This will include proposals and designs for early implementation strategies and pilot programs.**
17. **Summarize each alternative:**
 - A written summary describing the vision, important programming elements, and the substantial changes that would need to occur to advance the vision and implementation.
 - Illustrative depiction of the Verdugo Wash in its entirety as well as detailed images of each segment identified.

- Written summaries for each segment identified including the proposed theme, design strategies, significant infrastructure improvements, and cost analysis.
18. **Coordinate with existing and concurrent planning** efforts including the Circulation Element of the General Plan, the Bicycle Transportation Plan, the Safe & Healthy Streets Plan, the Citywide Pedestrian Plan, the Downtown Specific Plan, the Citywide Education Initiative, the Safe Routes to School program, and the Public Art Master Plan.

Deliverables

The Consultant will provide support services and materials to City staff related to the following general tasks. Refined alternatives will require more detail to be produced including illustrative scenarios / modeling.

A. Analysis / Recommendation Development

To support discussion and feedback from the community, City Council and staff, examples of comparable projects or precedents are required. The precedents should explain the aspirations, transformative qualities, amenities, and pros and cons of the solution.

Project Precedents (minimum of 2):

- Identify the project and its location.
- Provide a context site plan or aerial view of the project.
- Provide a description of the project including scope of work.
- Document the size/area of the project, construction cost, and date of completion.
- Identify Project Team.
- Provide images that convey the context before and after, its character, theme, urban design strategies such as art installations, signage/branding, and materials.
- Provide written summaries for each precedent that include the proposed theme, design strategies, and significant infrastructure improvements.

As part of the visioning process concurrent studies to substantiate the ideas, concepts and recommendations put forth should be undertaken to examine the existing environmental framework of the project and propose standards or guidelines to underpin the final concept. Included in these reviews would be:

Mobility Framework:

- **Develop mobility modeling to show the accessibility network and outline guidelines for recommended improvements with the implementation of the park/trail vision in order to provide equitable accessibility. The mobility framework will analyze and study the relationship and impacts to other mobility efforts such as the Bicycle Transportation Plan and Citywide Pedestrian Plan.**
- **The framework will be reflected in the alternative designs, and in the final report outlining the recommended strategies and impacts to the network.**

Hydrology Framework:

- **Study the effect on the wash and the hydrologic performance of the channel**

by mapping and analyzing stormwater runoff and the potential for flooding precipitated by climate change. Designs will fit the context of the flood channel performance requirements.

- The framework will be reflected in the alternative designs and in the final report, exhibiting the impacts and mitigation strategies of the wash's performance as a flood control channel.

Sustainability Framework:

- Develop initiatives for environmental management addressing energy and climate change in order to strengthen the vision for future generations. Sustainability framework will seek to advance broader citywide sustainability goals including the future Climate Action Plan.
- The sustainability framework will be reflected in the design of restored natural habitats and other sustainability strategies incorporated into the design.
- The sustainability framework will be reflected in the final report demonstrating the impacts and changes as it relates to the city's larger sustainability strategies as well as urban heat island effect, stormwater retention, and stormwater treatment.

Documentation of existing conditions is required in order to provide an understanding of the Project context and changing conditions or characteristics that may represent unique segments, significant features of influence, or other factors.

Existing Conditions:

- Provide a plan of the Verdugo Wash in its entirety.
- Document significant context features relative to development of the plan such as but not limited to commercial centers, neighborhoods, landmark features, and pedestrian/biking trails.
- Provide images where necessary to illustrate existing conditions.
- Provide a written summary to describe special considerations and opportunities and any impediments.
- **Provide an overview and catalog of historic resources and information that will be used to inform the design, and also to ensure protection of historic resources and assets.**

Each alternative and identified segment will result in the following analyses and deliverables:

For Each Alternative (minimum of 2) & Identified Segments provide the following:

- Detailed site plans of the wash in its entirety and detailed plans of each identified segment.
- Sectional studies of all significant transitional areas and segments to describe the proposed conditions.
- An illustrative depiction of the wash in its entirety. This should include a summary illustrative graphic depicting context. (minimum of 2)
- An illustrative depiction of each unique segment identified. (minimum of 2 per segment)

- **Illustrative depictions of significant open space improvements and examples of mobility improvements. (minimum of 1 per significant intervention)**
- Imagery to convey the sense of framework, theme, landscape features, general character, activities, materials, and urban design elements to aid in visualizing the alternative/segment.
- A written summary and description developed for each alternative that describes the design qualities, vision, important programming elements, and the substantial changes that would be needed to implement that vision.
- A written summary for each segment identified. Summaries should identify the unique qualities of the segment, proposed theme, design strategies, significant infrastructure improvements, and cost analysis.

Comparison/Discussion:

Provide a written presentation that describes the advantages and disadvantages, including an assessment of the ease of implementation and outcomes for each of the identified alternatives. Within that comparison:

- Note advantages and disadvantages of each alternative,
- Describe the outcomes of each alternative,
- Identify challenges associated with accomplishing each alternative,
- Identify ‘early wins’ for each alternative to assist in advancing the vision in the short term, and
- Provide a cost and constructability analysis of finalized alternatives.

Following City Council’s review of the alternatives and recommendations, as well as staff, stakeholder, and public input, a preferred alternative and its supporting documentation/illustrations should be refined and prepared for presentation in a final report to City Council. For final documentation, the location of illustrations shall be determined in consultation with City staff.

As part of the final package, also develop an implementation strategy for the project in order to gain and maintain public interest in the project. Establish immediate, early, mid-point, and long term increments to keep the project on a track to be completed and as a tool in acquiring funding.

Implementation Strategy and Timeline:

- **Identify potential “pilot” sites for immediate implementation either temporary or permanent in nature.**
- **Develop an appropriate strategy and timeline for implementing entire segments or layers of the project over time.**

To facilitate community recognition and pride of the Verdugo Wash park, a branding program should be initiated for immediate use in all public outreach materials and mediums, as well as wayfinding/signage and related elements.

Branding Program:

- **Develop a logo or symbol to become universally associated with the Verdugo Wash park.**

- **Develop the color scheme, text, and font for branding materials.**
- **Provide a strategy for incorporating the identification symbol into different mediums such as letterheads, wayfinding / signage, and websites.**

Final Report:

Prepare, for review by City staff, a final draft report containing illustrations and supporting text that:

- Provides a summary of the relevant precedents and comparable urban projects,
- Provides documentation of the context and existing site conditions,
- Describes the planning context including elements related to the project background, planning principles, planning process, and the relationship between the Verdugo Wash and the overall study area,
- Provides an overview of all alternatives and segments considered,
- Describes and conveys the identified preferred alternative,
- **Provides a mobility framework,**
- **Provides a hydrology and engineering framework,**
- **Provides a sustainability framework,**
- Provides construction cost estimates,
- **Includes a descriptive implementation strategy and timeline,**
- Identifies potential funding sources for the design and construction costs,
- **Includes a branding program, and**
- Refines the report into final form, responding to City staff review comments on the final draft of the report.

Anticipated consultant deliverables:

- Electronic and print-ready illustrations, electronic models, reports, and other medium depictions of the proposed alternatives for presentation to the public, the City, and its elected officials.
- Submit electronic records of all materials prepared pursuant to the PSA, including memorandums, reports, and individual graphics of precedents and graphics representing design alternatives and concepts

B. Consultant Meeting / Strategy Session Participation

Participate in approximately three (3) internal workshops and strategy sessions each approximately 3-hours in length. Depending on the nature of each session, other members of the Consultant team will also attend. Sessions are expected to coincide with the major tasks and deliverables.

Public Hearings & Community Outreach

Consultant shall attend and participate in public hearings as required. Consultant shall also participate and facilitate community workshops using creative and innovative means to engage the public. The possibility exists that these will be conducted as virtual meetings/workshops. Currently these sessions are envisioned to include:

Anticipated consultant deliverables:

- Provide display materials and other illustrations as appropriate, depicting existing conditions and potential solutions, including precedents and comparable design solutions for use at public workshops.
- Provide display materials of developed visions of the Verdugo Wash in its entirety/ segments.
- Provide support materials and graphics appropriate to each meeting.
- Coordinate with City staff prior to each meeting to determine roles and approach to meeting discussions.
- Refine the preliminary preferred alternative into a final recommendation.
- Follow up with City staff to determine objectives and next steps.
- Consultant will be tentatively required to attend:
 - Team Workshops (6)
 - City Council Meetings (2)
 - Planning Commission Meeting (1)
 - Parks, Recreation, and Community Services Commission (1)
 - Transportation & Parking Commission Meeting (1)
 - Community Workshops / Outreach (4)
 - **Stakeholder coordination workshops with intragovernmental agencies (4)**