



Office of the
City Manager

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Memorandum

TO: Lee D. Garrity, City Manager
FROM: Gregory M. Turner, Assistant City Manager
DATE: September 12, 2017
SUBJECT: Professional Engineering firm for the Downtown Streetscape Plan selection

The *Legacy 2030* Update, adopted in 2011, recommends the policy of encouraging designs that promote pedestrian-friendly streetscapes in Downtown and the Center City. The *Downtown Plan*, adopted in 2013, further recommends the development of a Downtown streetscape design standard and implementation of streetscape improvements following that standard to ensure a functional and attractive pedestrian environment. In July 2016, staff presented the Downtown Streetscape Plan Report at the Public Works Committee that recommended that a comprehensive Downtown Streetscape Master Plan and Design Standards be developed to establish a consistent and intentional approach to design for Downtown. In January 2017, the Transportation Advisory Committee approved the use of transportation funds to hire a consultant to complete the Master Plan.

In May 2017, the City of Winston-Salem solicited proposals from various professional engineering firms stating their qualifications to be selected as the consultant for the Downtown Streetscape study. A selection committee consisting of the Transportation Planning Development Coordinator, a Principal Planner, and two Project Planners evaluated the proposals based upon the following criteria:

- Scope of Work proposed
- Experience
- Qualifications
- Citizen Participation
- Local Presence
- M/WBE Status

Eleven proposals from well qualified firms were accepted for consideration. After careful deliberation by the selection committee, it was decided that interviews with the top four candidates were needed to determine the top candidate given the close rankings of the four consultants. The consultants were asked to focus their presentations on three questions relating to their approach and previous experience, their method of completing the requested tree management plan, and citizen participation.

The selection committee was unanimous in selecting MIG as the top consultant. During their interview, MIG addressed each of the three questions thoroughly while telling the story of Downtown over the past two decades. They clearly relayed their understanding of the existing conditions within Downtown and provided clear insight into their planning process and inclusion of innovative approaches while grounding the final product on providing a return on investment to the City. Furthermore, their designs will be based on a

comprehensive public participation process. The ranking of the four finalist is shown below:

Final Ranking

| Firm Name | Interview Ranking |
|------------------|--------------------------|
| MIG | 1 |
| Design Workshop | 2 |
| Toole | 3 |
| Stantec | 4 |

MIG is a national firm with thirty-five years' experience in landscape design, civil engineering, planning, and placemaking. They have provided planning services for cities throughout the country including Boston, Mobile, Los Angeles, Denver, Dallas, San Antonio and Pittsburgh. Regionally, they completed 'Charlotte's Center City 2020 Vision Plan' and 'The North Tryon Vision Plan' and have worked with the city of Greensboro on "The Downtown Streets Bond Catalyst Project". Joining MIG will be local engineering firm, Ramey Kemp and Associates along with Urbane Environments (Salisbury), Retail Advisory Services (Matthews), and ColeJenest & Stone (Charlotte). A copy of their proposal is attached.

The Winston-Salem Urban Area MPO Transportation Advisory Committee approved \$120,000 in STPDA funds for the project on March 17, 2016. The City is responsible for providing the 20% matching funds, totaling \$30,000.

Staff will negotiate with MIG for the proposed fee for this work and expects to bring an item to Council in October for consideration.