



524 Datura Street, Suite 216
West Palm Beach, FL 33401
404.304.1940
www.altaplanning.com

May 30, 2018

Attn: Matt Feeney
Public Works Director
City of Bonita Springs
9101 Bonita Beach Road
Bonita Springs, FL 34135
Phone (239)-949-6246
matt.feeney@cityofbonitasprings.org

Re: City of Bonita Springs BUILD Transportation Discretionary Grant Assistance

Dear Matt:

On behalf of Alta Planning + Design (Alta), I am pleased to submit this proposal to provide assistance with the application of a BUILD grant to implement a complete street improvement for the Terry Street Corridor. As a firm whose mission is creating active and healthy communities through projects including Complete Streets and placemaking, we are excited about contributing to an effort that will make Bonita Springs even more attractive, livable, and economically vibrant.

Alta has extensive experience with all components of the legacy TIGER program (now BUILD) since the program's inception in 2010 and has prepared or contributed to more than a dozen TIGER grant applications, including 5 successful applications that have resulted in nearly \$50 million for client communities. This experience gives our team the ability to provide expert guidance on the best practices and innovative elements for a successful application. Alta has the ability to complete all components of the application and benefit-cost analysis within the required timeframe.

We have assembled a core team of TIGER grant-experienced planners, analysts, and graphic designers who are available immediately to begin work on Bonita Spring's BUILD application. As Alta's Principal-in-Charge for this project, I have led or contributed to multiple TIGER grant applications in the southeastern US, including three applications for North Carolina communities and successful TIGER grant applications in North Carolina, Arkansas, Florida, and Alabama. Kyle James, co-leads Alta's national Active Transportation Analytics Group and has led refinement and application of Alta's cost-benefit model, which has received praise from USDOT. Alta's in-house graphic design team has developed custom graphics and document layouts for all of Alta's TIGER grant applications. We pride ourselves not only on our technically robust grant applications, but also on visually compelling documents that tell clear and compelling stories through the use of infographics and customized figures and layouts. Most recently Brad Davis, who will serve as the project manager for this grant application, led our core team for the successful Complete Streets-focused rural \$13M TIGER grant application for Immokalee, FL.

We would be honored to work with Bonita Springs to prepare a winning BUILD application for Terry Street Corridor. Based on our initial review of the project and our understanding of the USDOT grant criteria, we know that this project will help address important BUILD criteria of safety, quality of life, and economic development. Please do not hesitate to contact me at (704) 968-5053 or johncock@altaplanning.com should you have any questions or need further information about our approach, our experience, or our team.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Cock", is written over a light blue circular stamp.

John Cock, Vice President/Planning, Southeast Region | Alta Planning + Design

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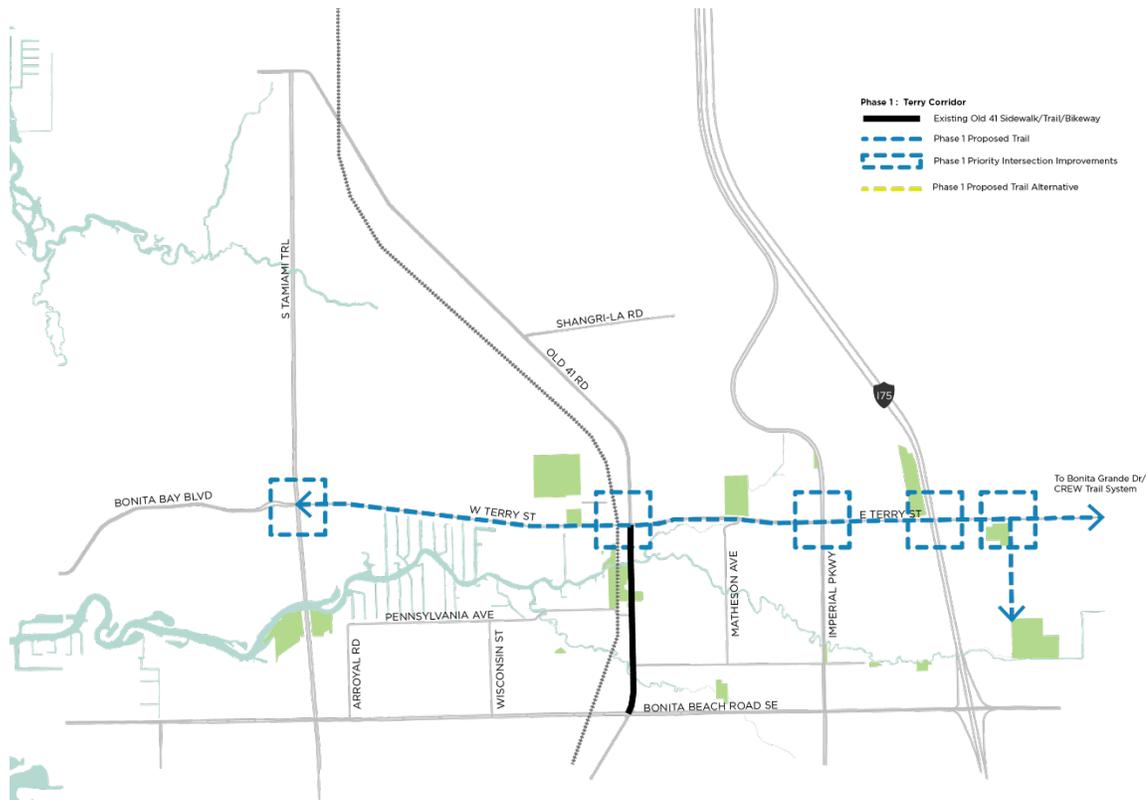
Project Understanding

The City of Bonita Springs wishes to build on the momentum for the W. Terry Street trail and complete streets improvements. Currently, the extent of the West Terry Street improvements is from Edenbridge Court to Pine Avenue.

As part of the community design process for the West Terry Street improvements, a community workshop was held to identify the larger vision for trails and bicycle and pedestrian improvements in the Terry Street Corridor. As an outcome of the workshop, the priority focus for the area is to complete the trail and complete street improvements from US 41 to areas east of I-75. By completing the corridor improvements, neighborhoods will be connected to parks, schools, the emerging Downtown, and other recreational opportunities.

The focus for the BUILD application will be on the following elements to create a compelling and competitive grant application:

- Identify the project extent for the grant application
- Refine concepts and cost estimates for segments that are within the grant application project extents but are not a part of the West Terry Street improvements that are already developed.
- Develop benefit-cost analysis based on the established project extent and cost estimates for the project
- Develop a compelling narrative for the grant application using the outputs from the benefit-cost analysis
- Work with the City of Bonita Springs to document community support for the project in the form of letters of support from partner agencies, organizations, and stakeholders



Scope of Work

This section contains proposed grant writing services and consultation to be provided by Alta Planning + Design (Alta) to the City of Bonita Springs (City) in order to produce and submit a **high-quality, visually-appealing BUILD FY 2019 grant application** for funding to complete final design and construct of the Terry St Complete Street Project. The City will direct the project and the BUILD grant development effort, with strong support from local partners, including the Florida Department of Transportation and local project champions.

Roles and Responsibilities

Alta's primary responsibilities include:

- Assisting the City and its partners with identifying necessary background and supporting materials
- Developing a work plan and timeline for completing the grant application
- Finalizing the project scope for project components
- Running a Benefit-Cost Analysis (BCA) for the project, based on data to be provided by the City
- Calculating job creation figures
- Creating up to two original maps (based on GIS data provided by the City) and up to two custom graphics to support the application
- Creating a grant application graphic design template consistent with City's branding
- Synthesizing background and supporting materials into a draft grant application based on the BUILD FY 2019 NOFA requirements
- Working with the City and its partners to refine the draft creating a final grant application
- Advising the City on writing or collecting necessary attachments

The City's primary responsibilities include:

- Identifying a City project manager who will be the primary point of contact and will work closely with Alta from application initiation to submittal
- Developing a financial plan for the project, including identifying/assembling local match
- Gathering data inputs necessary for the Benefit-Cost Analysis and providing to Alta in accordance with the established schedule
- Supplying photos, graphics, and maps to be used in the final grant application
- Providing relevant economic or demographic information that will support required grant criteria and analysis of jobs created by the project
- Coordinating with Florida Department of Transportation, FHWA local office, and elected officials (national delegation of House and Senate representatives)
- Soliciting letters and resolutions of support from public agencies, local government bodies, private and non-profit sector partners (council, MPO, developers, foundations, etc.), and providing those to Alta in accordance with the established schedule
- Registering on www.Grants.gov
- Completing Standard Forms 424 and 424C
- Assembling required application materials and submitting the final application on www.grants.gov by July 19, 2018

Proposed Scope Tasks & Schedule

Task 1: Project Initiation and Work Planning (June-July)

Task 1.A: Kickoff Meeting

Upon receiving a Notice to Proceed, Alta will attend a kickoff meeting with the City and partners to review:

- Roles and responsibilities
 - Core grant production team
 - Other team members who will be actively involved in the project
 - External partners and what will be needed from them
- The selected project, including the project extent(s), potential conceptual design elements, order of magnitude cost estimates, and site control status
- Background information, supporting materials, and data
 - Existing data/materials, to be reviewed by Alta
 - Needed data/materials, to be generated or gathered by the City (including a review of inputs needed for the BCA)

At this meeting, Alta will lead a discussion to evaluate the project's strengths and weaknesses with respect to the selection criteria and other constraints, including environmental permitting. We will also provide guidance on the elements of the project that best meet the grant criteria and innovative elements that can make the application more competitive. Based on this discussion, the team will develop a three- to five-sentence "elevator speech" that highlights this project's unique strengths; this statement will guide the grant writing framework.

Task 1.B: Work Plan Development

After the kickoff meeting, Alta staff will work with the City project manager to develop a work plan and timeline to see that Alta will have the BCA inputs and

background/supporting materials in sufficient time to write the grant application. Alta staff will be in regular e-mail and phone communication with the City and will attend up to eight (8) conference calls (with one or more Alta staff) with the City project manager and team.

Task 1 Deliverables:

- Kickoff meeting – agenda and meeting notes
- Work plan and timeline
- Up to eight (8) conference calls

Task 2: Project Concept Refinement (June)

Immediately upon approval of the work plan, Alta will work with the City to refine proposed project extents and conceptual design elements of the proposed project. Alta will assess opportunities and constraints associated with the corridor(s) and recommend specific improvements.

Task 2 Deliverables:

- Summary of opportunities and constraints
- Map showing revised project extent(s) and recommended improvements

Task 3: Cost Estimates & Construction Schedule (June)

Alta will prepare detailed cost estimates for all project components to be included in the grant application. The cost estimate will include a project schedule and estimates prepared by project phase (i.e. design, environmental permitting, right-of-way acquisition, construction and ongoing maintenance) and will be used as an input into the Benefit-Cost Analysis, as well as the application narrative and project budget. Alta will provide consultation on the best format of the cost estimate and schedule info.

Task 3 Deliverables:

- Cost estimates and construction phasing

Task 4: Benefit-Cost Analysis (June)

Alta will perform a detailed Benefit-Cost Analysis (BCA) to quantify the positive impacts of the project. The BCA will demonstrate the project's utility across grant selection criteria, providing support to the narrative description of the project. Alta will follow USDOT guidelines to measure, in dollar terms, the project's net present value (NPV) to society as calculated from the stream of costs and benefits that will result from building the project. This analysis will result in estimates of reduced carbon and particulate emissions and resulting from the project.

In order to execute the BCA, Alta will require existing data inputs to be provided by the City and project partners. Alta will provide direction on how to most efficiently gather this data. Data requirements may include, but are not limited to:

- Detailed demographic and population data for the specific project area
- Travel surveys and similar research from local jurisdictions and institutions
- Long-range population and employment forecasts
- Historic collision data (past 5 years) within the project area
- Research on local traffic, bicycling, and walking patterns including volumes, if available
- Detailed project construction and maintenance cost estimates
- Project phasing information including the timing of construction cost expenditures

Task 4 Deliverables:

- BCA results

Task 5: Draft Grant Application (June-July)

Alta will write a draft grant application based the BCA results and background/supporting information provided by the City. As part of this process, Alta will create up to two (2) custom maps/figures and up to two (2) custom graphics (cross sections or photo renderings) to illustrate key points about the project, if necessary, for the grant application. Alta will also utilize graphics

already developed Alta and the City associated with the current project under design along W Terry St.

The draft report will be organized based on the grant application outline suggested in the BUILD FY 2019 NOFA and will highlight how the selected project speaks to the primary and secondary selection criteria as defined by the USDOT. The draft grant application will include the grant narrative, the BCA results (see Task 4), up to two maps, up to two custom graphics, and an inventory of required supporting materials and attachments (e.g. letters of support), as provided by the City.

Task 5 Deliverable:

- Draft BUILD FY 2019 grant application (PDF format) including up to two (2) custom maps and up to two (2) custom graphics

Task 6: Final Grant Application (July)

Alta will work closely with the City project manager to revise the draft application up to two (2) times based on a consolidated set of non-contradictory City comments, including all final supporting materials and attachments. Alta graphic designers will integrate the final grant application narrative with BCA results and supporting photos, maps, and graphics into a customized layout to create a graphically appealing final product. The final document will be provided in PDF format to the City, who will officially submit it to the USDOT through the required online portal.

Task 6 Deliverable:

- Final BUILD FY 2019 Grant Application (PDF format)

Cost Proposal

Alta’s proposed fee breakdown by task is presented below.

Table 1. Schedule of Fee

TASK	Total Task Fee
1 Project Initiation and Work Planning	\$6,418
1.A Kick Off Meeting	\$1,933
1.B Work Plan Development	\$2,035
1.Coordination/Progress Update Calls	\$2,451
2 Project Concept Refinement	\$8,043
2.A GIS Data Collection and Organization	\$1,685
2.B Opportunities and Constraints Analysis	\$3,179
2.C Project Extent and Conceptual Design Refinements	\$3,179
3 Cost Estimates & Construction Schedule	\$10,822
3.A Cost Estimates	\$8,245
3.B Project Construction Schedule	\$2,577
4 Benefit-Cost Analysis	\$17,038
4.A Benefit Cost Analysis	\$17,038
5 Draft Grant Application	\$31,541
5.A Narrative	\$15,084
5.B Cross-Sections, Maps, Photosims	\$7,587
5.C Document Layout	\$8,870
5 Final Grant Application	\$6,574
5.1 Draft to Client and Revisions	\$6,574
Project Total	\$80,436

Labor will be billed on a lump sum basis according to the schedule above, to be billed monthly on a percent complete basis.