

September 2, 2024

Michelle Bailey Hedgepeth, Town Administrator
Town of Bladensburg
4229 Edmonston Road
Bladensburg, MD 20710

Dear Mrs. Hedgepeth,

On behalf of our NDC team, I am pleased to submit this proposal for architectural, project management, and stakeholder engagement services to support the Bladensburg Town Hall Project. We understand that the broad scope is to assist Town leadership in envisioning a new town hall building by gathering stakeholder input and developing preliminary design concepts for new construction on two potential sites. The Town also seeks assistance with developing a Request for Proposals (RFP) for additional design services and evaluating bids.

NDC's skilled staff of landscape and architectural designers, planners, and project managers are experienced in working in Prince George's County and adept at leading collaborative design processes to develop concepts that reflect the vision of engaged stakeholders. We hope to work with you, key staff, and neighborhood partners to produce architectural concepts that not only address the spatial needs for operations, but also showcase the culture and heritage of the Bladensburg community.

Please review the proposal in the following pages for consistency with the desired scope of work you seek for this project. I am eager to meet with you to discuss the proposal, timeline, and other related details. Should you have any questions or comments, please do not hesitate to reach out, either by phone: 410-777-5644 or email: chartsfield@ndc-md.org.

Sincerely,

Christina Hartsfield, AICP
Programs Director for Architecture and Community Planning
Neighborhood Design Center
chartsfield@ndc-md.org | 410.777.5644

Project Name: Bladensburg Town Hall

Project Understanding/Scope of services summary:

Design services for the concept design of Bladensburg Town Hall, a new-build project, currently estimated at around 29,000 sq. ft. GFA (TBC). The building will provide spaces for both Town Hall administration services, as well as the Bladensburg police department offices. Two design options are required, for the same building design, but on two different sites.

The scope includes site analysis of two sites, concept design & renders, community engagement, developing an RFP, and tender evaluation for the solicitation of further architectural design services.

Task 1 - General- Project Management

Throughout the project NDC will undertake project management activities which will include:

- Managing regular communication and coordination with the Client
- Managing the overall project schedule
- Preparing meeting agendas and minutes and hosting progress meetings
- Establishing a file sharing and documentation system for the project

Task 2 - Project Initiation

Prior to beginning design work, NDC will undertake a kick-off meeting with the Client to establish the project parameters. The objectives of this meeting are to:

- Identify the key organizations and staff members involved in the project
- Review the Client's goals and vision for the project
- Review the scope and deliverables with the team
- Discuss the project schedule and define key meetings and milestones to be incorporated
- Define expectations for community engagement (team roles).
- Establish a regular meeting schedule, expectations for meetings, and communication protocols.

Deliverable: Meeting minutes.

Task 3 - Site Analysis

NDC will conduct a physical and desktop site analysis to develop a baseline assessment of the two proposed sites. NDC will:

- Identify and collect any existing project data/documentation including existing designs, guidelines or surveys.
- Conduct an on-site analysis of **TWO (2)** locations, including one site visit per site where site photos and measurements will be taken.
- Use online resources to develop contextual mapping, defining the site limits, and a conduct a baseline zoning analysis.

Deliverables: Site Analysis report

Task 4 - Community Engagement Planning

With the client team, NDC will develop a community engagement plan focused on attracting diverse audience groups and gathering feedback using creative and contemporary engagement strategies. NDC will:

- Determine with the team the desired objectives of the engagement sessions (e.g. what specific themes/elements are we hoping to identify?).
- Identify with the Client the partners and community stakeholder groups and level of involvement.
- Identify with the Client the scope, format, and size of the community engagement session/s and the potential translation services.
- Determine with the Client how the engagement sessions will impact the project schedule.
- Determine a format for collecting and summarizing the engagement feedback.
- Inform the Client/others in preparing an outreach and logistics strategy for the engagement sessions.
- Prepare an Outline Engagement Plan summarizing the above.
- Create a detailed engagement and activity plan.

Partner Responsibilities (not included in NDC scope)

- Preparing and executing marketing and outreach for the engagement sessions, including items such as developing marketing content and graphics, flyering, public outreach invitations, email campaigns, social media advertising, and initiating invitations to the stakeholders etc.
- Logistics planning and execution-securing a time/location/venue/refreshments for the session/s.
- Providing translation services, if required
- The Client is expected to be present at all engagement sessions and ensure all meeting logistics not included in NDC's scope are managed appropriately.

Deliverable: Engagement Plan (digital PDF)

Task 5 - Community Engagement Sessions and Reporting

5.1 - Engagement Sessions

In partnership with the stakeholder team, NDC will plan and co-host up to **TWO (2)** community engagement focus group sessions*. Each engagement session would include:

- Organizing, facilitating and co-hosting the session, including coordination of team roles and contributions during the session

Deliverable: Two **(2)** community engagement focus group sessions.

5.2 - Community Engagement Report

NDC will analyze the feedback from engagement sessions and incorporate the findings into a final report. This will include:

- An outline of the sessions, including location/date/ attendees.

- A qualitative summary and quantitative analysis of the engagement input.
- A conclusion identifying the most prominent ideas, based on the collected feedback and data, and recommendations for integration of this into the project.

Deliverable: Community Engagement report (digital PDF)

**If additional engagement is determined to be required after establishing the Outline Engagement Plan, items such as focus group sessions, digital surveys, public outreach at markets, and/or public panel discussions can be facilitated at additional cost.*

Task 6 - Concept Design

6.1 - Design Brief

NDC will work with the Client, incorporating feedback from site analysis work and community engagement if undertaken prior to design beginning, to establish a project design brief. This will include:

- Establishing goals/visions/values/priorities to be incorporated into the design. This will include both feedback from the Client, and that received through any community feedback undertaken.
- Defining programmatic and end user/space planning requirements.
- Determining aesthetic approaches for both internal and external spaces.
- Incorporation of any key findings from the site analysis exercise.
- Presenting the design brief to the team.

Deliverable: Design Brief (digital PDF)

6.2 - Concept Design

Once the design brief is established, NDC will proceed with architectural concept design. For this project, Bladensburg Town Hall, this will include the design of the same building, but on two different sites. The building is understood to be approximately 29,000 sq.ft. GFA.

Concept design will include the following **per site**:

- Programmatic layouts and adjacency diagrams visualizing the design brief elements.
- 2D Site plan, indicating the building site, site access and a high level indication of immediate on-grade parking areas (does not include detailed parking calculations).
- 2D conceptual floor plans.
- 3D high-level conceptual massing diagrams.
- Precedent images to establish the look and feel of key internal and external spaces.
- One (1) external visualization establishing the exterior identity of the space.

This stage allows for the development of a draft concept design, followed by an opportunity for up to **TWO (2)** rounds of Client review and feedback. This will be followed by the submission of a final concept report, and one presentation of the final design by NDC.**

Deliverables: Draft Concept Design Report, Final Concept Design Report, Design Presentation

Exclusions (not included in NDC scope)

NDC will only undertake preliminary code research, upon which the concept design will be based. NDC's concept design cannot be used for permitting or construction. Further design will be required to be undertaken by others to provide permit-compliant code analysis, permit drawings, design development, specifications, engineering, and to undertake the permitting process.

***If additional review sessions are required, or feedback is not received within the agreed timeline impacting the overall project schedule, additional fees will apply.*

Task 7 - Architectural RFP (Request for Proposal) development

Once the design is complete, NDC will assist the Client in preparing an architectural RFP to solicit additional architectural design services. This will include:

- Clarifying with the Client the overall project requirements for inclusion in the RFP.
- Assisting the Client in establishing whether the bid will be floated to a defined shortlist or to the public. If released to the public, NDC can share the opportunity with its professional network via email and through social media channels.
- Preparing the RFP package to include sections for: project summary and introduction, scope of services, deliverables, project schedule, staffing qualifications, project experience qualifications, and submission requirements.
- Assisting the Client in identifying any specific or general requirements for bidders (e.g. permitting requirements). **The Client will ultimately need to determine these requirements, as well as any insurance or legal requirements.**
- Establishing evaluation criteria and weightage, and preparing a corresponding evaluation matrix to review and compare bids.

Meetings: Up to Three (3)- initiation, coordination, review of final RFP document

Deliverables: Bid evaluation matrix template, RFP package

Task 8 - Tender Evaluation

Once bids are received NDC will assist the Client in selecting a finalist through:

- Evaluating bids through the established evaluation matrix
- Facilitating up to three meetings with shortlisted bidders and Client stakeholders to answer questions
- Issuing a final recommendation for award to the Client to select the architectural firm
- Upon selection of the finalist, meeting with them and the Client to review concept designs, community priorities, and answer any questions that may arise.

Meetings: Up to five (5)- Evaluation review of all submissions with Client; up to 3 total meetings with shortlisted bidders; Meeting with finalist.

Deliverables: Completed bid evaluation matrix and award recommendation

Exclusions-Partner Responsibilities (not included in NDC scope)

- Establishing a platform to release the bid and a means to receive submissions and queries
- Issuing expressions of interest, receiving, and confirming interests to bid (if relevant)
- Floating/releasing bid packages
- Managing bid queries and clarifications

Proposed Timeline:

Task	Duration
Task 1 - General Project Management	Throughout
Task 2 - Project Initiation	2 weeks
Task 3 - Site Analysis	4 weeks
Task 4 - Community Engagement Planning	4 weeks
Task 5 - Community Engagement and Reporting	6 weeks
Task 6 - Concept Design	12 weeks
Task 7 - Architectural RFP development	4 weeks
Task 8 - Tender Evaluation	4 weeks
Estimated Duration	36 weeks

Proposed Fee Schedule:

Task	Fee
Task 1 - General Project Management	\$ 9,050
Task 2 - Project Initiation	\$ 1,680
Task 3 - Site Analysis	\$ 6,700
Task 4 - Community Engagement Planning	\$ 3,350
Task 5 - Community Engagement and Reporting	\$ 6,700
Task 6 - Concept Design	\$38,530
Task 7 - Architectural RFP development	\$ 3,350
Task 8 - Tender Evaluation	\$ 4,190
Total Fee	\$73,550