COACHELLA COMMUNITY CENTER PROPOSAL

NOVEMEBER 30, 2021





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About KDI

Kounkuey Design Initiative is a collective of diverse urbanists—architects, landscape architects, urban planners, community organizers, and engineers—united by our shared commitment to building equity, justice, and resilience in communities.

A BIPOC- and woman-led firm, KDI comprises 50 professionals working from four offices: Los Angeles, Eastern Coachella Valley, Nairobi, and Stockholm. Our four service areas—Design + Build; Plan + Program, Advocate + Educate, and Research + Test—ensure that we don't take a one-size-fits-all approach to a challenge or project.

We have 15 years of experience partnering with government agencies and low-income communities of color to deliver hundreds of projects that support social, economic, and environmental equity. From temporary activations of vacant lots and underused streets to long-range vision plans and changes to citywide policies and programs, we have a proven track record of improving neighborhoods and the built environment...

We recognize that inequities in the built environment stem from systemic inequities in policy, resource allocation, and decision-making. For far too long, too many voices have been excluded from the design and planning process, leading to many of the inequities we now work to undo. With this in mind, our guiding philosophy is to create meaningful opportunities for diverse groups to share decision making power in the processes that will shape their neighborhoods. We structure each project to ensure that design and planning concepts are accessible and engaging to everyone—particularly to people who might be approaching such processes for the first time. We believe in the power of design, and in our daily practice we see that power is infinitely stronger when shared.

Across scale, context, and discipline, we believe small, community-led projects have the capacity to lead to large scale transformative change. We have seen strategic and targeted changes to a single vacant lot or bus stop evolve into networks of projects that ultimately yield permanent policy changes and build safety, health, and equity across an entire city. We recognize that communities are better positioned to overcome decades of systemic injustice when work is carried out in a sustained manner, in cooperation with policy-makers, city planners, and local organizations.





Proposal Overview

On September 8th, 2021, KDI presented the Coachella Community Center Feasibility Study to the City Council. In that presentation, we shared a vision for transforming the former City Hall into a community resource hub that could accomplish the following goals:

- support local entrepreneurs through business incubation programs and a commercial kitchen
- provide space for artists and people seeking arts programs
- create opportunities for residents to access wellness service providers such as chiropractors and yoga instructors among others
- activate the downtown with cultural events
- establish a safe space for youth to gather and meet
- access services provided by local non-profits.

Council members enthusiastically supported the Feasibility Study's recommendation to activate the outdoor space along 6th Street with programs that would advance these goals in a highly visible and concrete way. The City Manager requested that KDI propose a phasing and implementation plan for the future Civic Center that would capitalize on the funding available now to the City of Coachella through the American Rescue Plan Act (ARPA).

This document outlines our proposed approach to phasing and implementation over the next twelve months, including:

Producing a series of five site activations which will attract a broad range of Coachella and regional residents, and will offer resources and assistance

to youth, food entrepreneurs, artists and people seeking art programs.

Advancing three catalyst projects identified in the Feasibility Study that would provide immediate benefits to local and regional residents, while helping to realize the long-range vision of a new community resource hub. These catalyst projects are: a community kitchen, artist studios with flexible space for arts programs, and a youth-designed and programmed space for young people to gather and meet.

Our proposed approach will demonstrate in the short term the potential of the former City Hall to benefit local and regional residents, and the City of Coachella, while positioning city officials and other stakeholders to permanently transform the site over the long-term.



PROPOSED WORK PROGRAM





Phase 1: Task 1-3

Task 1. Project Management

We will organize regular meetings with city officials, preparing agendas and meeting notes. We will manage the project budget, and prepare invoices for KDI and any subconsultants rovide invoices

Task 2. Site activations

KDI will plan and coordinate five cultural events or "site activations" with live music, arts classes, artist vendors, food vendors, resource tables and programming for youth and kids. These activations will serve as opportunities for the community to experience the future potential of the site and will include programing and outreach activities. Cumulatively they will build community buy-in and support of the project, and can be used as opportunities to invite potential investors to visit the site and experience the future vision first hand.

KDI will design and produce custom furnishings (e.g. benches, tables, play equipment, etc.) to be used at each event. In addition, KDI will work with local non profit organizations and community groups to enhance visibility of their programs and resources at each event, and help groups network with each other.

Task 3. Advance three catalyst projects

For each project, we will answer key questions that will help the City move from plan to implementation:

What specific amenities, resources, and/or services will be provided?

What will be the benefits to the City and residents? What is the design of the physical spaces of the project?

Who will operate and manage the project? How will the project be funded?

Task 3.1 Operations and Management

We will outline how each catalyst project could be run, identifying roles for potential government, nonprofit, and other partners in staffing, programming, and maintaining each project.

Key questions:

How many people could the catalyst projects serve? What are other benchmarks of the projects' success? What outreach is needed to let people know about these projects?

What entity or entities will assume liability, insurance, fiscal management, and other administrative responsibilities for the projects? What entity or entities will lead programs?

Task 3.2 Finance

We will produce a rough cost estimate for each catalyst project, including costs for construction, program, maintenance, and other costs. We also will identify potential revenue streams that could offset the costs of new proposed programs and spaces.

Key questions:

How can the projects generate revenue without burdening low-income residents?
Could partnerships with regional schools and universities or health care providers and public health agencies support programs?
What co-operative or sharing strategies could help reduce costs (e.g. artists could rent shared studio space at reduced cost in exchange for volunteering to lead free public classes)?

Task 3.3 Phasing

We will produce a phasing plan with projected timeline for each catalyst project, and recommendations for project sequence and interim programs and activations.



Phase 2: Task 4

Final Deliverables

Task 4. Design

We will advance the concept design in the Feasibility Study to a 50% Schematic Design level, with a special focus on the three catalyst projects. 50% Schematic Design will move the project closer to permitting and will include the following work from a team of sub consultants (e.g. Architect, Surveyor, Engineer):

- two Community Design Workshops;
- Site Plan(s) documenting site layout; Representative site sections as necessary to depict typical relationships between the proposed improvements:
- Illustrative drawings to accurately depict quality and function of spaces;
- Preliminary material selections for planting, hardscape, site furnishing, shade structures, fitness equipment, and playground equipment;
- Draft Design Report including all of the above plus a discussion of the sustainability features of the design;
- Topographic survey; and
- Engineer's Assessment of the building and landscape systems

Key questions:

What equipment will the arts space and commercial kitchen offer to users? How much space should be made available, based on projected demand? How can the spaces accommodate different users and activities?

What will make the spaces feel welcoming and inclusive?

How will the indoor and outdoor spaces relate to each other?

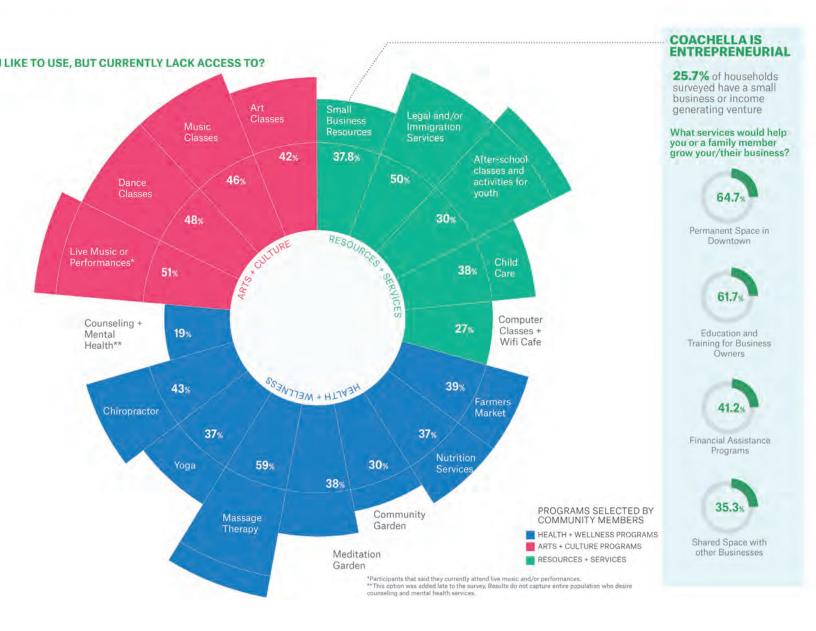
- 1. Program Phasing Plan
- 2.50% Schematic Design
- 3. Final Project Summary Report

At the end of our scope of work, KDI will produce a final summary report that will serve as an investors packet to entice funders, investors, nonprofits, and local and statewide politicians to support and champion the community's dream. The City will be well positioned to take the Coachella Community Center project from concept to reality with a packet that includes program phasing recommendations, 50% Schematic Design of the site and finally a robust narrative tool in photography and video that can be used for marketing purposes as the city continues to work on securing funding for the realization of this project.











PROPOSED TIMELINE AND BUDGET



Project Timeline

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Task 1. Project Management												
Task 2. Site activations												
Task 3.1 Operations and Management												
Task 3.2 Finance												
Task 3.3 Phasing												
Task 4. Design												
Final Summary Report												



Budget Summary

Phase 1

Staffing

Task 1. Project management \$ 10,000
Task 2. Plaza activations (5) \$ 100,000
Task 3. Advance 3 Catalyst Projects
Task 3.1 Operations and Management - \$ 22,000
Task 3.2 Finance - \$ 12,000
Task 3.3 Phasing - \$ 8,000
Staffing total - \$ 152,000

Direct Expenses

Construction materials (e.g. wood, paint, etc.) for youth space in the plaza - \$ 60,000 Youth stipends to co-design and propose programs for youth space - \$ 10,000 Program provider stipends for activations (e.g. musicians, performers, service providers) - \$ 10,000 Refreshments - \$ 4,000 Photographer - \$ 2,000 Videographer - \$ 3,000 Permitting - \$ 5,000 Travel - \$ 2,000 Printing - \$ 4,000 Direct Expense Total - \$ 94,000

Phase 1 Total - \$ 246,000

Phase 2

Staffing

Task 3 Design - \$ 214,000 Staffing total - \$ 214,000

Direct Expenses cost estimator Travel - \$ 500 Printing - \$ 3,000 Direct Expenses total - \$ 3,500

Phase 2 total \$ 217,500

PROJECT TOTAL \$463,500





EXECUTIVE DIRECTOR CHELINA ODBERT

Chelina is Co-Founder and Executive Director of Kounkuey Design Initiative. She believes in the potential of low-cost, high-impact design interventions to improve social, economic, and physical quality of life in low-income communities. Her expertise covers a range of topics including leadership, participatory planning, social entrepreneurship, urban development, environmental remediation, and social impact design. She has extensive field experience through her work in Africa, Latin America and the US. Chelina helped shape KDI into an internationally recognized and award-winning design, planning and community development firm. Chelina has lectured around the world and written about KDI's community-engaged approach to planning and design.

PRACTICE

Executive Director, Kounkuey Design Initiative, Los Angeles, CA, 2006 - Present (14 Years)

Villa Verde Affordable Housing, Coachella, CA City of Coachella Wellness Center, Coachella, CA

Somos Oasis: Oasis Park, Eastern Coachella Valley, CA

World Bank Group Handbook for Gender-Inclusive Urban Planning, Global

Nuestro Lugar: North Shore Park, Eastern Coachella Valley, CA

Thermal Oasis Mobility Plan, Eastern Coachella Valley, CA

Building Healthy Communities Environmental Justice Campaign, Eastern Coachella Valley, CA

Salton Sea State Recreation Area, Mecca, CA

Free Lots Angeles, Los Angeles, CA

Play Streets, Los Angeles, CA

Watts Re:Imagined, Los Angeles, CA

Adopt-a-Lot, Los Angeles, CA

Pacoima Wash Greenway, Los Angeles, CA

Ballona Creek Greenway, Los Angeles, CA

SCAG Tactical Urbanism, Southern California

Proposition 68 Technical Assistance, California

Complete Parks Campaign, Cities of Colton & Placentia, CA

La Farmacia Popular, Homestead, FL

Kibera Productive Public Space Project, Nairobi, Kenya

IDEO.org Amplify: Rivers and People, Kibera, Nairobi, Kenya

WATSAN Portal, Kibera, Nairobi, Kenya

Building Urban Flood Resilience: Integrating Community Perspectives, Kibera, Nairobi, Kenya

Lengina Water and Community Project, Lengina, Narok South, Kenya

Longborizu Rural Development Project, Longborizu, Upper West, Ghana

Bonneau Productive Public Space: The Market Place, Bonneau, Haiti

An Expanded View of Urban Agriculture in Ouled Ahmed, Casablanca, Morocco

EDUCATION

Harvard University, Master of Urban Planning Claremont McKenna College, B.A. Spanish and Psychology, *magna cum laude*, Phi Beta Kappa

TEACHING

Harvard Graduate School of Design UCLA

AWARDS AND APPOINTMENTS

Knight Public Space Fellow, Knight Foundation, 2019

Renewal Award Winner, Atlantic Magazine, 2017

Vanguard Fellow, Next City, 2016

Kamala Harris Appointee, Proposition 39 Citizen Oversight Committee, 2015

Ideas Scholar, Aspen Institute, 2014

Designer and Advocate Shaping the World, Public Interest Design Global 100, 2013

Global Emerging Social Innovator, American Express and Ashoka, 2011

New York Prize for Public Architecture, Van Alen Institute, 2008

Ambassadorial Scholar of Urban Planning and Architecture, Rotary Club, 2002

SELECTED LECTURES

Odbert, C. and Mulligan, J. (2017) A Tale of Two Cities, and a Parable of Two Ponds. Presented at University of Michigan School for Environment and Sustainability, Ann Arbor, MI.

Odbert, C. (2017) Building Urban Flood Resilience: Integrating Community Perspectives. Presented at UN Habitat "Dangerous Landscapes" Conference, Hanover, Germany.

National Conference in Los Angeles, CA.





PLANNING DIRECTOR JEROME CHOU

Jerome is the Planning Director at KDI's Los Angeles office. Jerome is passionate about collaborating with community members to realize their potential as designers and planners of their neighborhoods and cities, with a focus on finding the sites and places that can be activated – immediately and in the long-term – to improve lives. Jerome oversees KDI's regional and statewide programming, policy and advocacy. Before joining KDI, he worked for Van Alen Institute, the Flint Public Art Project, the Design Trust for Public Space, James Corner Field Operations, and Baltimore City Department of Planning. His experience spans landscape architecture, urban planning and community organizing in the public, private, and non-profit sectors. Jerome has Masters Degrees in Urban Planning and Landscape Architecture from Harvard University's Graduate School of Design.

PRACTICE

Planning Director, Kounkuey Design Initiative, Los Angeles, CA, August 2018 - Present (2 Years)

City of Coachella Wellness Center, Coachella, CA Play Streets, Los Angeles, CA Vermont + Manchester lot activation, Los Angeles, CA Proposition 68 Technical Assistance, California Adopt-a-Lot, Los Angeles, CA

Program Director, 2018 Venice Architecture Biennale, Venice, Italy, February 2018 - August 2018

Pritzlaff Center Gardens, Santa Barbara Botanical Garden, Santa Barbara, CA Ballroom Marfa Drive-In, Marfa, TX
Grace Farms, New Canaan, CT

Patch/Work Living Cities Design Competition, Philadelphia, PA Weis Courtyard, Franklin & Marshall College, Lancaster, PA Grange Park, Toronto, Canada

Senior Manager, Van Alen Institute, Basel, Switzerland, 2016 - 2018

Opportunity Space Festival, Malmo, Sweden

Director of Programs, Flint Public Art Project, Flint, MI, 2012 - 2013

Urban Transformations, Flint, MI

Director of Programs, Design Trust for Public Space, New York, NY, 2012 - 2013

Five Borough Farm, New York, NY Made in Midtown/making Midtown, New York, NY

Project Manager, James Corner Field of Operations, New York, NY, 2008 - 2009

Southern District Community Planner, Baltimore City Department of Planning, Baltimore, MD, 2002 - 2005 Community Organizer, ACORN and Working Families Party, Brooklyn and Hempstead, NY, 1996-1998

EDUCATION

Harvard University, Master of Landscape Architecture Harvard University, Master of Urban Planning Harvard College, Bachelor of Arts in English and American Literature

TEACHING

Urban Design Studio, Columbia University GSAPP, New York, NY, 2013 Urban Planning, GSD Career Discovery, Harvard University, Cambridge, MA 2008 Visiting Critic, Columbia, Harvard, Maryland Institute College or Arts, Morgan State University, Pratt Institute, University of Michigan School of Art Design, Vassar College

SELECTED PUBLISHED WORK

"Keeping Current Resource Guide" (2018), Van Alen Institute, Basel, Switzerland

"Heritage Activation: Reclaiming the Present and Future City in Flint, Michigan" (2017), Flint, MI

"Making Midtown: A Vision for a 21st Century Garment District in New York City" (2012), New York, NY

"Five Borough Farm: Seeding the Future of Urban Agriculture in New York" (2012), New York, NY

"High Performance Landscape Guidelines: 21st Century Parks for NYC" (2011), New York, NY





DESIGN DIRECTOR MELISSA GUERRERO

Melissa Guerrero is KDI's Design Director. Previously she led community-based planning and design projects The Trust for Public Land, Mayor Garcetti's LARiverWorks Team, Los Angeles Neighborhood Land Trust, and the Mountains Recreation and Conservation Authority. She has a Masters of Landscape Architecture from Harvard University's Graduate School of Design.

PRACTICE

Design Director, Kounkuey Design Initiative, Los Angeles, CA, December 2019 - Present

Project Manager, The Trust for Public Land, Los Angeles, CA, September 2017 - December 2019

Bradley Green Alley, Los Angeles, CA

Green Together: Northeast Valley (TCC-Pacoima), Los Angeles, CA

Central-Quincy Green Alley Networks, Los Angeles, CA

Avalon Green Alley Network Stewardship, Los Angeles, CA

Project Manager, LA Neighborhood Land Trust, Los Angeles, CA, March 2013 - September 2017

Washington Avenue Park, Compton, CA

Fellowship Garden of Love at Holmes, Willowbrook, CA

Golden Age Park, Los Angeles, CA

Wishing Tree Park, West Carson, CA

Student Garden at Washington Prepatory High School (Los Angeles Unified Schoold District), Los Angeles, CA

Landscape Architectural Lead, LA Mayor Eric Garcetti's LARiverWorks, Los Angeles, CA, January 2015 - March 2016

Certification from the National Park Service of the Los Angeles River (within City of Los Angeles) along the Juan Bautista de Anza National Historic Trail

Design director for the Reader's Guide for the LA River Ecosystem Restoration Project

Project Manager, Mountains Recreation & Conservation Authority, Los Angeles, CA October 2010 – January 2015

Lewis MacAdams Riverfront Park, Los Angeles, CA

Compton Creek Natural Park at George Washington Elementary, School Compton, CA

Caballero Creek and Los Angeles River Confluence Park, Los Angeles, CA

Design Intern + Executive Assistant, Studio-MLA, Los Angeles, CA Summer 2007 +September 2005 - June 2006

Los Angeles River Revitalization Master Plan, Los Angeles, CA

EDUCATION

Harvard University, Master of Landscape Architecture, 2009 Columbia University, Bachelor of Arts, Archaeology, 1998

GRANTS

2018 Strategic Growth Council's Transformative Climate Communities Grant of \$23,000,000 for Green Together: Northeast Valley

2018 Ocean Protection Council Grant of \$1,000,000 for Quincy Jones Green Alley Network

2014 IRWM Grant of \$1,309,077 for Marsh Park Phase 2 (Lewis MacAdams Riverfront Park)

2014 Urban Greening Project Grant of \$980,000 for Caballero Creek and LA River Confluence Park

2012 Santa Monica Mountains Conservancy Grant of \$250,000 for Caballero Creek and LA River Confluence Park

2012 Statewide Park Development and Community Revitalization Grant of \$725,000 for Marsh Park Phase 2 (Lewis MacAdams Riverfront Park)

2012 Statewide Park Development and Community Revitalization Grant of \$1,035,708 for Compton Creek Natural Park

2011 State Coastal Conservancy Grant of \$500,000 for Compton Creek Natural Park





PLANNING ASSOCIATE CAROLYN ANGIUS

Carolyn is a Planning Associate at KDI's Los Angeles office. She is passionate about working hand-in-hand with community members to build inclusive, safe, and equitable public spaces for all, particularly in underserved neighborhoods. Prior to joining KDI, Carolyn conducted international research on urban planning and design practices for more gender equitable cities and public spaces as a Harvard Graduate School of Design Druker Traveling Fellow. Carolyn also has experience in public policy, developing and implementing climate adaption, environmental justice, transportation, and water policy in the Office of California Governor Edmund G. Brown, Jr. Carolyn holds a Bachelor of Arts from Scripps College and a Master in Urban Planning from the Harvard Graduate School of Design.

PRACTICE

Planning Associate, Kounkuey Design Initiative, Los Angeles, CA, February 2020 - Present

Changing Lanes: A Gender Equity Transportation Study, Los Angeles, CA Coachella Civic Center, Coachella, CA Slow Streets, Los Angeles, CA

Druker Traveling Fellow, Harvard Graduate School of Design, Various, May 2019 - February 2020

Gendering Urban Design: The Spatial Implications of Gender-Informed Design, Vienna, Mumbai, Mexico City, Nagareyama, Cape Town

Consultant, Inter-American Development Bank, Málaga, Spain, October 2019 - January 2020 Urban Planning and Design Intern, MIG, Sacramento, CA June - August 2019

Sacramento Light Rail Authority Transit Oriented Development Plan, Sacramento, CA O Street Corridor Plan, Sacramento, CA

International Community Service Fellow, Alpa Nawre Design + Critical Places, Bhilai, India, January 2019 Urban Planning Intern, NBBJ, Boston, MA, June - October 2018

2018 Downtown Boston Planning Study

California Climate Adaptation Research Supervisor, Harvard Graduate School of Design, Cambridge, MA, 2018

Planning Associate and Research Analyst, Office of California Governor Edmund G. Brown, Jr, 2014 - 2016

EDUCATION

Harvard University, Master in Urban Planning, 2019 Scripps College, B.A., History with Honors 2013

AWARDS

2018 - 2019 American Planning Association, Judith McManus Price Scholar 2015 - 2016 PLAN Mentor Program Mentee, American Planning Association Sacramento Valley

2013 Edward A. White Award in American Studies, Scripps College

LECTURES

Angius, C. and Macrakis, E. (2019) Community Land Trusts: More Than Just a Model. Presented at Alabama A&M Annual Urban Planning Conference, Huntsville, AL

PUBLISHED WORK

Angius, C. (forthcoming in 2020) "Creating Space for Adults with Limited Mobility: Participatory Governance, Social Inclusion, and Planning in Málaga, Spain" in *Inclusive Cities II*, Inter-American Development Bank.

Research Supervisor for Keenan, J. M. (2019) *Climate Adaptation Finance and Investment in California*. Taylor and Francis Group.

Featured work in *Platform 12: How About Now?* Harvard Graduate School of Design.

Angius, C. and Macrakis, E. "Community Land Trusts: More Than Just A Model."

Angius, C. and Shen, S. "Multiple Mobilities: Improving Mobility to Achieve Gender Equity in La Favorita, Mendoza."





COMMUNITY COORDINATOR CHRISTIAN RODRIGUEZ

Christian is a Community Coordinator at Kounkuey Design Initiative. He is passionate about social, racial, economic and environmental justice for underserved communities. A proud resident of the Eastern Coachella Valley, Christian is thrilled to be working in his own back yard and to be part of the changes happening in his community. Prior to joining KDI, Christian spent seven years as a faith-based community organizer and retreat leader during his time in Seminary School. He has experience in various industries such as catering, hotel management, and agriculture, most recently working as the Human Resources coordinator for a Farm Labor contractor in the Eastern Coachella Valley. Christian studied Philosophy and Political Science at Loyola University Chicago.

PRACTICE

Community Associate, Kounkuey Design Initiative, Los Angeles, CA, 2017 - Present

Somos Oasis: Oasis Park, Eastern Coachella Valley, CA Nuestro Lugar: North Shore Park, Eastern Coachella Valley, CA Thermal Oasis Mobility Plan, Eastern Coachella Valley, CA Building Healthy Communities Environmental Justice Campaign, Eastern Coachella Valley, CA

HR Coordinator, America's Labor Supply, Indio, CA, 2015 - 2017

Agricultural Safety and Regulations Handbook Heat and Illness Prevention Sexual Harassment Prevention

Front Office Supervisor, Marriott's Shadow Ridge, Palm Desert, CA, 2014 - 2015 Rooms Controller, La Quinta Report, La Quinta, CA, 2006 - 2008 Bar-Back, Best Beverage Catering, Indio, CA, 2004 - 2006

EDUCATION

Loyola University, Chicago, Philosophy and Political Science, 2011 - 2013 Riverside City College, 2010 - 2011

