

CIVILIS
City of Tualatin Downtown Revitalization Scope
March 2025

SCOPE OVERVIEW

Note: All deliverables by consultant unless specifically noted in the scope.

WAVE 1: INTERVIEWS, ASSESSMENT, and QUANTIFICATION.

Consultant will meet with the Citizen Advisory Committee (CAC) virtually to review the community identity process, scope, and solicit feedback to customize the approach for this community. At this meeting, City staff will provide an overview of the downtown revitalization project (Civilis Community Identify, U of O Sustainable City Year Program Design Charrette, Code Amendments, and Implementation.)

Consultant will conduct up to 6 small format group interviews with property and business owners. Consultant will work with the City to determine the mix, but generally we might group people by business type, by ownership type, by geography, by building type, by length of ownership, etc. (These meetings are typically held back-to-back, in one place, and they last for roughly 50 minutes with a 10 minute transition between meetings.)

Additionally, Michele will complete a “district secret shopper” assessment and quantify downtown conditions that are relevant to improvement of the downtown area, including general layout, business mix, ground floor execution, customer traffic patterns, building challenges, public realm, and overall brand/experience.

Deliverables/Outcomes: 1) Data on how the downtown area is functioning as a commercial district (in the form of notes during interviews) from the perspective of business and property owners. 2) An overview of downtown stakeholder perspective on downtown. 3) Relationship building between stakeholders and between City and stakeholders. 4) Additional data/deliverables that result from this work may include any of the following: documentation on specific areas that are contributing or detracting from downtown experience, maps with information on the downtown experience, photographic or video recordation of positive and negative brand, circulation, wayfinding, etc., business mix documentation, ground floor experience documentation, etc.

Responsibilities of City: Issue invitations, locate meeting space, and organize the walking tour and route, take notes (for use by the City) in all interviews and walking tours.

WAVE 2: CIVIC IDENTITY BUILDING AND TECHNICAL ASSISTANCE (TA).

Consultant will meet with CAC virtually to provide a summary of Wave 1 findings and present Wave 2 work on the survey and workshop and incorporate any applicable

recommendations that enhance the overall process. Recommendations that involve a material change to the Civic Identity scope and process and/or recommendations that involve additional tasks that are not covered by this Scope will have to be negotiated as an amendment to this contract.

We will launch the community survey and conduct an in-person workshop for downtown stakeholders where city staff will be the scribes to record stakeholder answers in a very fun and fast paced story framework Civic Identity Workshop. This workshop will include a presentation that will a) introduce the basic mechanics of how a downtown/mixed-use environment functions from a land use perspective; b) provide an overview of downtown economics and how businesses and property owners maximize returns in this environment; and c) teach the improvisation-based story framework and how it applies to land use and places.

Additionally, during this wave, I will work with 2 property owners (or owner groups) for TA as well as 2 business owners (or owner groups) for TA. We will identify the best options and types of TA after my in-person visit and the small format group interviews, but these can take the form of larger groups doing an in-depth section for a block/series of businesses or buildings, or they can be shorter one-hour sessions across individual businesses. (With ½ breaks between to move between businesses/buildings) Depending upon how this is divided, it works out to roughly 6-8 hours of TA time, which is outlined in the Timeline section below.

Deliverables/Outcomes: 1) Tailored technical assistance for individual business and property owners/groups. 2) Data on issues facing owners/businesses for the city that arises from TA appointments. 3) Raw, open-ended survey results from the community and the workshop stakeholder participants in xls format (see an example attached). 4) Powerpoint slide deck from Civic Identity workshop (will exceed more than 100 slides) with information on mixed-use district economics, downtown form, and examples that are relevant to Tualatin's plans for downtown today, and its future. 5) Relationship building between stakeholders and between City and stakeholders.

Responsibilities of City: Issue invitations, provide collateral (Consultant will provide sample verbiage and example fliers from other locations), meeting space, a/v (laptop, screen, remote control, podium/music stand, screen), 1 easel per 6 attendees at workshop, 1 moderator per 6 attendees at the workshop, community survey link distribution/invitation, and organize walking tour and route.

WAVE 3: CIVIC IDENTITY FINDINGS AND RECOMMENDATIONS/NEXT PHASE KICK OFF

This scope is meant to be a process that will build connection, relationship, and knowledge around the idea of creating a beloved downtown experience for Tualatin. This momentum should then be used to kick off the next design phase for downtown as some sort of next phase kick off that includes the Civic Identity Downtown Findings and Recommendations.

At this presentation, I will provide an overview of findings and recommendations for downtown

that are all directly informed by the scope above, with a focus on a) actionable recommendations for the private sector; b) recommendations for changes/additions to the public sector toolkit, linking them to direct findings from the community; and, c) suggestions for short-term urban renewal district initiatives that can help downtown today, as well as assist with transformations that will get it to where people want it to be in the future.

My presentation slide deck, and accompanying Civic Identity memo will be reviewed in more detail with the city (including CAC) in a meeting on this same day where we will do a deep dive into short, medium, and long-term findings and recommendations with the public sector toolkit.

Consultant to be the primary presenter of the final findings to the Tualatin Development Commission (City Council acting in capacity as the urban renewal governing body). CAC members and City staff to coordinate and participate in the presentation.

Deliverables/Outcomes: 1) Final presentation PPTX slide deck (over 150 slides, most with images/examples/case studies) that contains findings from interviews, walking tours, surveys and workshops. This presentation will outline the authentic identity of downtown today, and what it might want to be in the future, as told through the story framework populated by feedback from the community and downtown stakeholders. The presentation will also include private sector and public sector recommendations to leverage downtown's current identity and offer ideas for how to express community wants in a future downtown experience that is economically viable and community experience driven. 2) Final written memo focused on Civic Identity for downtown and how that might be expressed in public sector toolkits related to design, transportation/circulation, and code.

Responsibilities of City: Issue invitations, provide collateral (Consultant will provide sample verbiage and example fliers from other locations), meeting space, a/v (laptop, screen, remote control, podium/music stand, screen).

TIMELINE

All work will be completed on mutually acceptable dates in 2025. Tentative time blocking for the work outlined below is shown in the table on the final page of this scope, however the final schedule may be subject to change, as agreed to by both parties. Timeline details per visit include:

WAVE 1

Day 0

- Meet with CAC and staff virtually to kick off the community identity process and identify who to include in the small group discussions

Day 1

9:00 am - 3:00 pm: Secret Shopper and Quantification
3:00 pm - 4:30 pm: District Walking Tour

Day 2

9:00 am - 12:00 pm: 3 Small Format Interviews
12:00 pm - 1:00 pm: Lunch
1:00 pm - 4:00 pm: 3 Small Format Group Interviews
4:00 pm - 5:00 pm: Meeting with City to Discuss Findings to Date and Identify TA

WAVE 2

Day 0

- Meeting CAC and staff virtually to review the draft survey, workshop format, and identify TA properties.

Day 1

- Launch Community Survey Online
- Civic Identity Story Framework Presentation and Workshop
- TA Appointment Property Owner

Day 2

- TA Appointment Property Owner
- 2 TA Appointments for Business Owners

WAVE 3

Day 1

- Downtown Design and Code Kickoff/Civic Identity Report In Joint Kick Off
- Final Findings and Recommendations Meeting with the City and CAC/Review of Civic Identity

Day - TBD

- Civilis to present Final Findings to the Tualatin Development Commission, virtually or in-person. Current proposal includes virtual rate. If the presentation is in-person, it shall be negotiated as an amendment to this contract.

FEE SCHEDULE

Consultant bills by the hour at \$250/hour. Invoices will be submitted monthly. Time for this work is estimated to not exceed 169 hours, therefore, fees for this work will not exceed \$42,250.

HOURS: 169

NOT TO EXCEED COST : 42,250

Civillis Scope
Mar-25

Goal: Developed a shared community downtown identity which will be used to help inform the design charrette phase in the Fall.

IP Preferred Timeline for In-Person (IP) Work
A Analysis, Memo, Survey, and Presentation Preparation
Alternative Timeslot for IP

Timeline: --5 months (each wave is about 1-1.5 month)--

Wave 1: Intro/Assessment	Description	Deliverable	May				June				July				Aug				Sept				Comments				
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4					
<ul style="list-style-type: none"> Assessment 	Michelle's "secret shopper"					IP																					City Responsibility (Wave 1): Issue invitations, locate meeting space, and organize the walking tour and route, take notes (for use by the City) in all interviews and walking tours.
<ul style="list-style-type: none"> Interviews 	6 small group 2-3 people	<ul style="list-style-type: none"> Relationship building Data on how the downtown area is functioning as a commercial district (in the form of notes during interviews) from the perspective of business and property owners. 				IP																					
<ul style="list-style-type: none"> Quantification 	Coordinate easy and clear way to document and share data	<ul style="list-style-type: none"> Data may include: <ul style="list-style-type: none"> documentation on specific areas that are contributing or detracting from downtown experience maps with information on the downtown experience; branding, circulation, wayfinding, business mix, ground floor experience photographic or video recordation of experience 					A	A	A																		
Wave 2: Civic Identity			May				June				July				Aug				Sept								
<ul style="list-style-type: none"> Community Survey 	Open ended survey asking questions about downtown: perception, missing elements, want to see, etc.	Survey results													A	A											City Responsibility (Wave 2): Issue invitations, locate meeting space, and organize the walking tour and route, take notes (for use by the City) in all interviews and walking tours. Issue invitations, provide collateral (Consultant will provide sample verbiage and example fliers from other locations), meeting space, a/v (laptop, screen, remote control, podium/music stand, screen), 1 easel per 6 attendees at workshop, 1 moderator per 6 attendees at the workshop, community survey link distribution/invitation, and organize walking tour and route.
<ul style="list-style-type: none"> Civic Identity Downtown Workshop 	In-Person workshop: <ul style="list-style-type: none"> Introduce the basic mechanics of how a downtown/mixed-use environment functions from a land use perspective Provide an overview of downtown economics and how businesses and property owners maximize returns in this environment Teach the improvisation-based story framework and how it applies to land use and places. 	<ul style="list-style-type: none"> Relationship building Workshop documentation: information on mixed-use district economics, downtown form, and examples that are relevant to Tualatin's plans for downtown today, and its future 																	IP								
<ul style="list-style-type: none"> Technical Assistance (TA) 2 Owners or Owner's Group 	Tailored technical assistance for individual business and property owners/groups.	Documentation of discussion and data on issues facing owners/businesses resulting from TA													A	A	IP	A	A	A	A						
Wave 3: Findings & Recommendations			May				June				July				Aug				Sept								
<ul style="list-style-type: none"> Civic Identity Memo 	build connection, relationship, and knowledge around the idea of creating a beloved downtown experience for Tualatin	<ul style="list-style-type: none"> Final presentation PPTX slide deck (over 150 slides, most with images/examples/case studies) that contains findings from interviews, walking tours, surveys and workshops. This presentation will outline the authentic identity of downtown today, and what it might want to be in the future, as told through the story framework populated by feedback from the community and downtown stakeholders. The presentation will also include private sector and public sector recommendations to leverage downtown's current identity, and offer ideas for how to express community wants in a future downtown experience that is economically viable and community experience driven. Final written memo focused on Civic Identity for downtown and how that might be expressed in public sector toolkits related to design, transportation/circulation, and code. 																	A	A	A	IP					City Responsibility (Wave 3): Issue invitations, provide collateral (Consultant will provide sample verbiage and example fliers from other locations), meeting space, a/v (laptop, screen, remote control, podium/music stand, screen).