



Item No. 8c

AGENDA ITEM MEMORADUM

Town Manager

Connie Hoffmann

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> Oct 11, 2011	Sept 30th
<input type="checkbox"/> Oct 25, 2011	Oct 14th
<input type="checkbox"/> Nov 8, 2011	Oct 28 th
<input checked="" type="checkbox"/> Nov 29, 2011	Nov 10 th
<input type="checkbox"/> Dec 13, 2011	Dec 2 nd

*Subject to Change

- Presentation Reports Consent Ordinance
 Resolution Quasi-Judicial Old Business New Business

FY2012 DESIGNATED HIGH PRIORITY ITEM – PRIORITY TOPIC-

SUBJECT TITLE: TOWN MANAGER REPORT

EXHIBITS: Memo dated November 23, 2011 from Town Manager

Reviewed by Town Attorney
 Yes No

Town Manager Initials CH

Town of Lauderdale-by-the-Sea

OFFICE OF THE TOWN MANAGER

Memorandum

Date: November 23, 2011

To: Mayor Roseann Minnet
Vice Mayor Stuart Dodd
Commissioner Birute Clottey
Commissioner Scot Sasser
Commissioner Chris Vincent

From: Connie Hoffmann, Town Manager 

Subject: Town Manager Report

The agenda for Tuesday night's meeting is a meaty one, with many big issues we have been working on for some time coming to a decision point – ranking of building services proposers, a proposal to contract out code enforcement services, and the decision whether to turn to an experienced parking services firm to take over responsibility for managing the Town's parking system. All three of these decisions will have significant consequences.

We have also asked you to approve three NOIs so that we can move into the implementation stage on many of the planning priorities you established last summer.

You will see that a great deal of planning and consideration has been given to having a terrific and safe New Year's Eve celebration in Town this year and we are thankful for the cooperation between the businesses in the downtown area in that effort.

Design Input Sessions for the East Commercial Streetscape Project

Jaime Correa and his team will hold input sessions with property owners, business operators, and the general public on Saturday, December 3rd. Bill Ciani has been kind enough to provide his building at the corner of A1A and Commercial for these meetings which will make it easier for the merchants to drop in and for the designers to walk out the door and discuss design issues right on the site with people who come to provide their input or to find more about the project.

The specific time for members of the public to meet with the designers is from 10 am to 11:30 am. We will advertise that on Channel 78 & the website. I've already set up specific appointments with some large property owners on the street and have been out

talking to merchants. A flyer will be emailed or mailed to all the businesses and property owners on the street in the project area over the holiday weekend.

Promotion of the Upcoming World Record Dive Attempt by Allen Sherrod

Town staff members and I met with Windjammer Resort Manager John Boutin to discuss the promotion of the event and we all came to the conclusion that, because of the uncertainty as to whether the weather conditions will allow Mr. Sherrod to proceed with the attempt, that it did not make sense to pay a radio station to promote the event. We agreed upon a promotion plan, with Town PIO Steve D'Oliveira issuing press releases and contacting the media before and during the event, and John Boutin working with Sherrod's team and the local dive shops and divers group to promote it via social media and their press contacts.

Scope of Services for the Design of the Bougainvillea Drive Drainage & Streetscape Project

I have given the attached scope of services to two of the engineering firms with continuing design contracts with the Town to provide a cost proposal to perform this work. I expect to have their responses and recommend the design work be awarded to one firm at your meeting on December 13th.

As you know, the street is characterized by almost non-stop 90 degree angle back out parking north of the Town Hall complex which presents a great challenge to any effort to beautify the street. A landscape architect and I last summer looked at many options to beautify the street, but all would result in a significant loss of parking spaces which would not be acceptable to the property owners. I've addressed that problem in the scope of services.

I also added to the scope an evaluation of what can be done about street lighting for the street, something that the budget for this project did not anticipate. The street lighting on the street is spotty, and since the Commission has told me street lighting in residential neighborhoods is a priority issue, I thought we should have the designers determine what can be done to improve lighting. Once again, the back out parking situation will hamper our ability to expand the lighting and it may come down to a choice between limited landscaping improvements or limited lighting improvements.

In any event, the design process will identify what our options and alternatives are, along with the probable costs of different options.

Staffing Issues

We have offered the position of Deputy City Clerk to an individual who has strong experience in contract administration, records management, RFP process management, and has good organization skills. He has tentatively accepted our offer and should be starting work with us in mid-December. He has multiple degrees, including a law degree. We will send you his resume once he has formally tendered notice to his current employer.

Marketing Issues

Pat Himmelberger, Steve D'Oliveira and I have been inviting local business operators to meet with us and provide their ideas on marketing issues and priorities. Different people show up at the meetings every time and we have had varying levels of participation, but are expanding our invitation list and will continue to reach out to the business community. The input so far identified the following issues as priorities for those who have participated in our meetings:

1. Stop issuing non-stop parking tickets.
2. Market the Town as a complete package (hotels, restaurants and stores).
3. Poor hotels, restaurants and shops affect the Town's reputation. We must clean up the problem businesses before we can effectively market big time.
4. Businesses need to work together to offer cooperative packages between Town businesses, e.g. a hotel has arrangements with LBTS vendors to offer grocery deliveries, cooking classes, diving lessons to their guests
5. Move the Chamber's Welcome Center to a more central location. If that is not feasible, station tourist kiosk(s) strategically around Town.
6. Advertise in the strongest markets – Northern States, Canada and Europe
7. Create a place and events in Town for families with children – kids need something to do, e.g. interactive fountain.
8. Work with the CVB (sunny.org) to promote the Town's businesses and events
9. Advertise in Great Locations – create an LBTS section with the Town taking out a banner ad and local businesses placing their ads on the LBTS pages.
10. Distribute the Chamber's Visitor's Guide in locales outside of LBTS (e.g. at the airport, with cruise lines, at popular tourist spots)
11. Advertise LBTS on a billboard on 1-95 near Commercial Blvd.
12. Create a place for links to LBTS businesses on the Town website
13. Fund a marketing staff position at the Town- to coordinate marketing efforts & advertising, represent the Town at the CVB and trade events; work with the businesses on promotions, assure consistency in our messages, etc. Possibly have a marketing staff person work via the Chamber of Commerce.

Town staff is working on an RFP for marketing/advertising firms to assist us in implementing these ideas.

Hotel Sewer Bills

I requested detailed billing histories from Fort Lauderdale going back one year on commercial properties so that we could analyze the impact of the sewer rate increases on hotels and other commercial properties. We received that data last week, but I have not yet had the time to analyze it. I hope to have that analysis ready for your December 13th meeting.

**TOWN OF LAUDERDALE BY-THE-SEA
WORK AUTHORIZATION FOR PROFESSIONAL SERVICES**

Consultant:

Address:

Contract No. Agreement Description: Continuing Professional Services Contract for Professional Services for Municipal Construction, Repair & Maintenance Projects	Work Authorization No.: Effective Date _____
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P.O. # For Work Authorization:	Account #: _____
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Brief Task Description: Preparation of design and construction drawings for Storm Water Drainage and Beautification Improvements on the northern section of Bougainvillea Drive

In accordance with the above referenced agreement, you are authorized to perform the tasks detailed in attached Exhibit A (Scope of Services). All required services will be completed on or before: See Exhibit "C"

The total amount or the limiting amount of the compensation will be: \$ _____ unless additional services are authorized by the Town in writing.

Compensation elements are as follows:

	Method of Compensation (Lump Sum, Hourly NTE)	Amount (\$)	Project Code
Task # 1 Survey/Base Map Preparation	Lump Sum	\$	
Task # 2 Conceptual Design	Lump Sum	\$	
Task # 3 Storm Water Drainage Design	Lump Sum	\$	
Task # 4 Schematic Design	Lump Sum	\$	
Task # 5 Final Design	Lump Sum	\$	
Task # 6 Bid Phase Services and Permitting	Lump Sum	\$	
Task# 7 Construction Phase Services	Lump Sum	\$	
Total		\$	

This Work Authorization is subject to the same terms and conditions of the Continuing Professional Services Contract dated _____.

Please acknowledge receipt of, and agreement with, this Work Authorization by signing and dating and returning three (3) original signed copies to the Town Manager. The Town will send you one fully executed copy.

Town of Lauderdale by-the-Sea Approval:

Constance Hoffmann, Town Manager	_____	_____
	(Signature)	(Date)
June White, Town Clerk	_____	_____
	(Signature)	(Date)

If over \$15,000, date this work was approved by the Town Commission on: _____

Contractor Acceptance:

Contractor Name:	_____	_____
Title:	(Signature)	(Date)

Exhibit A

Name of Project

SURVEY, DESIGN, CONSTRUCTION DOCUMENT PREPARATION, AND OTHER PROFESSIONAL SERVICES FOR STORMWATER DRAINAGE & BEAUTIFICATION IMPROVEMENTS TO A SECTION OF BOUGAINVILLE DRIVE IN THE TOWN OF LAUDERDALE-BY-THE-SEA

Scope of Services

GENERAL DESCRIPTION

The northern section of Bougainville Drive experiences flooding during significant rain events and ponding in the swale areas is common 24 hours after a storm. The Town wishes to install an exfiltration drainage system that will clear storm water quickly in a ~~10-year~~ 10 year storm.

In addition, the Town wishes to beautify the street. The street and public right of way in its current condition is a swath of asphalt and concrete, with no landscaping, no curbing and no gutters. There are two traffic lanes of approximately 9' each in width in good condition, a 10'-11' asphalt swale on the side of each traffic lane that is in poor condition, and 4'-5' concrete sidewalks that abut the swale area on both sides of the street. Street lighting is intermittent, unattractive in appearance, and long stretches of the street are not lit. There is no pedestrian lighting for the sidewalks on the street.

The street is characterized by multifamily dwelling units and motels, almost all of which have 90 degree angled back out parking. The sidewalks are located between the private parking spaces and the swale. Parking is at a premium and often does not meet current code parking requirements, so eliminating access to parking – or replacing parking with parallel or 45 degree angled parking - in order to create areas for landscaping is not a viable design option. Town staff had considered the option of entering into easement agreements with property owners to allow them to park partially in the swale area in order to create a green, landscaped corridor on private property bordered by a sidewalk, but have abandoned that idea because of the following issues: a) there are too many individually-owned properties to make that feasible, 2) a traffic engineer has advised that the entire swale is needed to safely back out of a 90 degree angle parking space, and 3) the cost of moving the sidewalk.

Because of the parking restraints, it is likely that the beautification of the road will have to occur via decorative hardscape treatment of the swale, limited landscaping at the intersections and in those few swale areas that are not taken up by parking, and possible lighting enhancements with more decorative light poles that could display colorful banners and/or hanging plants. The Town is open, however, to other creative aesthetic enhancements and improvements that the design consultant can present that do not reduce the number of parking spaces and meet general traffic engineering practice for local roads and parking.

The specific boundaries for the streetscape design are North Bougainville Drive from Pine Avenue to the northern edge of the Town owned property on the east side of the roadway.

The Town has budgeted \$800,000 for this project ~~in~~ in the current fiscal year, including design, permitting and construction administration. That budget was based on estimates prepared by the Town's engineering firm for drainage improvements, plus several hundred thousand dollars for undefined aesthetic improvements. The determination of a final budget for the project will be affected by decisions made by the Town Commission at the conceptual and schematic design stages on elements to be included in the final design.

As is in all projects, the Town has a strong interest in using sustainable materials and the design consultant is expected to advise the Town of the feasibility of using such materials.

The scope of services includes:

TASK 1: SURVEY/BASE MAP PREPARATION

The Town does not have a current survey of the street, therefore, the design consultant will have to have a survey done in order to create a base map. The Town can provide the following information to the design consultant team:

1. Maps that show the locations of existing storm water drainage systems.
2. Maps that show locations of existing sewer mains and lateral stubs in the public rights of way systems in the area.
3. FP&L component list for street lighting in the area.

The consultant shall prepare a survey of the project area that includes:

1. Horizontal and vertical data on a minimum of 50 foot stations and grade breaks in State Plane Coordinates and current Broward County Vertical Datum.
2. Surface features and limits indicating materials.
3. All above ground utilities and evidence of below ground utilities including main and service lines for potable water and fire hydrants, sanitary sewer manholes, mains and service laterals, storm drainage catch basins, pipes and manholes, aerial FPL, ATT and Comcast facilities, streetlights, signs and other incidental features. Includes locations of underground utilities as marked by Sunshine One Call for member utilities. Pipe diameter, invert elevation and pipe material, if observable, shall be included. Roadway striping shall be included in the survey-
4. Location and species of all trees 3" caliper and greater.

The survey/base map shall show all existing parking, including striping, that is adjacent to the public rights of ways and sidewalks. The design consultant shall perform necessary field investigations/reconnaissance and review of available records and add any information needed to prepare survey/base maps for use in design.

Deliverables: Provide five (5) hard copies of the survey/base map in 24" x 36" format, one electronic copy in pdf format and one electronic copy in Auto CAD format. The survey must be on state plane coordinates.

TASK 2: CONCEPTUAL DESIGN OF THE BEAUTIFICATION ELEMENTS

- A. Determine what publicly-owned areas can be landscaped without sacrificing the viability of existing parking spaces.
- B. Determine if there are viable beautification alternatives to those described in the scope of services and review them with the Town Manager.
- C. Prepare preliminary design concepts, consisting of two (2) prototype illustrations of a 300 foot section. The refined conceptual design package should consist of the following:
 - a. Landscaping improvements (most likely xeriscaping)
 - b. A minimum of two options for decorative treatment of the swale.
 - c. Recommendations regarding the relationship between the swale and the sidewalks (e.g. width of sidewalks versus width of swales; differentiation between the two).
 - d. A minimum of two options for aesthetic improvements that will significantly improve the appearance of the street.
 - e. Lighting enhancement opportunities and their impact on the project.
 - f. Conceptual cost considerations for the various options under consideration.

Both design concepts shall satisfy traffic engineering standards or practices for local roads and back out parking.

- D. Present the conceptual design alternatives at a meeting to which the adjacent property owners have been invited and consider their input in making alterations to the preliminary design concepts.
- E. Confer with Town staff on feedback from the public meetings.
- F. Present the conceptual design alternatives at a Town Commission meeting and facilitate obtaining direction from the Commission on selection of the preferred designs from the alternatives presented.

In addition to the meetings detailed above, the Consultant shall regularly confer with the Town Manager and other staff members she may include to review progress, design issues, etc.

Deliverables: Conceptual design alternatives consisting of:

- Supporting typical sections, sketches, illustrations and or image boards illustrating proposed streetscape alternatives mounted on foam core board or other suitable mounting material for presentations.
- No fewer than 2 (two) boards, a PowerPoint presentation, and 7 (seven) formatted hard copies, showing typical sections, sketches, illustrations, images, that shows the various elements to a sufficient level of detail for observers to get a true sense of how the streets will appear with the improvements suggested.

TASK 3: STORM WATER DRAINAGE DESIGN

The Town wishes to make drainage improvements that will clear storm water in a 10-year rain event in an hour. The assumption is that such drainage will be of an exfiltration design. The consultant shall:

- A. Perform design and analysis related to storm water drainage improvements, including undertaking hydraulic conductivity tests in advance of design. Work shall include design, details and technical specifications and shall be incorporated into the final construction drawings listed in Task 5.
- B. Prepare and submit required permit applications for the drainage and monitor the approval process, providing any additional information the permitting agencies may require.
- C. Prepare final certification of the improvements as required to place the system in service including review of as-builts prepared by the contractor, field review, and all other appropriate subtasks required.

Meetings: Meet with Town staff as needed to review design issues. No public meetings are expected.

Deliverables: The storm water drainage design shall be incorporated into final design for the entire project.

TASK 4: SCHEMATIC DESIGN

Using feedback from meeting with the Town Commission, develop a Schematic Design for the project.

- A. Recommend two paving/ hardscape design options of for the Town to select from. Specify textures, colors, patterns and various aggregate or decorative materials. Provide samples and/or advise of installed location(s) of the recommended materials/surface treatment in Broward, Palm Beach or Dade Counties. Estimate life cycle costs and the benefits and disadvantages of each option.
- B. Recommend decorative elements for the project. Specify sources, models and model numbers if applicable, colors, placement, height, etc. for the decorative elements. Estimate life cycle costs and the benefits and disadvantages of each option.
- C. Provide detailed schematics for the location, size and type of landscape materials. Minimize the use of rocks, plastics and sand to reduce heat build-up.
- D. Prepare a preliminary construction cost estimate for the project itemized by the different components, including the storm water drainage improvements; hardscape, landscape, hardscape, landscape enhancements, lighting enhancements, other aesthetic improvements, and any roadway resurfacing deemed necessary.
- E. Prepare a list of required or expected permits.

- F. Meet with the Broward County Traffic Engineering Division to review any aspects of the proposed design that they would need to approve and get their feedback.
- G. ~~Confer with~~ Confer with the Town Manager at least monthly to review progress, design issues, etc.
- H. Present the schematic design at a Town Commission meeting and facilitate obtaining direction from the Commission on which options to proceed with in final design.

Deliverables:

Provide a Schematic Design Package (two [2] color sets) as described earlier under the conceptual design phase.

- One set shall be mounted on foam core board or other suitable material for presentations.
- Consultant shall prepare the Schematic Design package with the intent to solicit detailed review and comment from the Town Commission, Town Manager, and general public.
- Provide one electronic and one hardcopy of the construction cost estimates and list of required or expected permits.

TASK 5: FINAL DESIGN

Prepare full design/construction drawings details and technical specifications for the drainage and beautification improvements needed to construct the project. At a minimum, the following elements are included:

1. Treatment of sidewalks/pedestrian facilities
2. Street lighting, pedestrian lighting and landscape lighting if proposed for inclusion in the project.
3. Specialty decorative features
4. Hardscape/Paving Plans
5. Curbs and paving
6. Storm water drainage plans
7. Erosion Control Plan if applicable
8. Landscaping Plans - Quantity, size, and description of the following:
 - a. Trees (including relocation of any existing trees)
 - b. Shrubs and groundcovers
 - c. Soil mixes
 - d. Planting details and specifications
9. Irrigation Plans where irrigation is feasible and necessary (Town to supply source information for irrigation source, i.e., well or Town water source).
10. Demolition Plan

B. Include all Construction Details required to construct the project such as:

1. Decorative elements
2. Special pavements or hardscapes
3. Lighting treatments if applicable
4. Landscaped edges and buffers
5. Pedestrian sidewalks or walkways
6. Curbs and hardscape edges
7. Storm water drainage improvements
8. Erosion Control if applicable
9. Construction Phasing Plans

C. Prepare technical specifications.

- D. Prepare all permit applications required for approval of the proposed improvements or portions thereof by all appropriate jurisdictional agencies.
- E. Prepare final estimate of quantities and construction cost estimate.
- F. Prepare a narrative detailing recommended minimum contractor qualifications.

Meetings: Meet or confer with the Town Manager and other staff members to review progress, design issues, etc.

Deliverables: Provide two hardcopies each of the construction drawings at 60% complete and 90% complete for review and comment by the Town. (If the schematic design is done at the 50% level of design detail, the Town Manager will waive the 60% submittal requirement.)

Deliverables for the final design/construction drawings, specifications and cost estimate (unbound) are as follows:

1. Construction Drawings – one hardcopy full size, one hardcopy half size, and one electronic copy (pdf format)
2. Technical Specifications – one hardcopy and one electronic copy (.pdf format)
3. Construction Cost Estimate - one hardcopy

The Town will provide the front end bid documents that the Town normally uses to the consultant.

TASK 6: PERMITTING & BID PHASE SERVICES and

- A. Apply for and obtain all government or agency permits required for the project. (The Town will pay ~~the permit~~ the permit fees).
- B. Attend one pre-bid conference
- B. Prepare responses to questions from possible contractors and issues.
- C. Prepare addenda as appropriate.
- D. Review bids received for the project and make written recommendation for contract award.

TASK 7: CONSTRUCTION PHASE SERVICES

The Town will employ a Project Manager who will take care of the administrative aspects of construction management for this and other major capital projects the Town is undertaking. However, the design consultant will be expected to provide the following services during the construction phase:

1. Review technical aspects of the Contractor's work for compliance with technical aspects of their contract with the Town. Elements including, but not limited to reviewing the Contractor's schedule for completeness, logic, durations, activity, flow, compliance with milestone dates, concurrency, resource allotment. Verify the schedule conforms with the construction phasing and MOT sequences, including all contract modifications. Provide a written review of the schedule identifying significant omissions, improbable or unreasonable activity durations, or errors in logic.
2. Perform periodic site visits to determine if the project is being constructed in conformance with the design or approved design modifications.
3. Inform the Town of any observed omissions, substitutions, defects, violation and/or issue of non-compliance and deficiencies noted in the work of the Contractor.
4. Process and respond to contractor's submittals including, but not limited to, requests for information (RFI's), shop drawings and other related project information and submittals.
5. Review, evaluate and provide recommendations regarding contractor's payment applications.
6. Attend meetings with the contractor, Town and other appropriate entities to discuss any disputes, discussions about contractor's non-conformance with their contract or performance deficiencies, requests for modifications, field conditions that require modification of the plans, etc.

7. Modify the design if the Town determines that field conditions found during the construction phase dictate a change.
8. Complete any project certification required by permitting agencies or as appropriate.

Deliverables: Upon completion of project, provide to Town 2 (two) electronic copies and 1 (one) hardcopy of all reports, logs, minutes, correspondence and other information, permits, forms, and data generated for the project.

COMPOSITION OF PROJECT TEAM

If the lead Consultant does not have the capability of performing all services required by the scope of services, they shall identify in the work authorization any sub-consultants to be used on the project. The licenses and qualifications of the members of the sub-consultants shall be consistent with the requirements for their respective professions as required by the Town's RFQ # 11-05-1 for Continuing Contracts for Professional Services.

The lead consultant will be required to commit that the personnel and/or principals named in the proposal for both the lead consultant and the sub-consultants shall remain assigned to the project throughout the period of the work authorization unless provided for otherwise as described herein. No diversion or substitution of personnel or principals will be allowed without submission of a written request with the qualifications and experience of the proposed replacement. The written approval of the Town Manager will be required for any such diversion or substitution.

COMPENSATION

Compensation for this project shall be quoted on a total, not-to-exceed sum and shall include the cost of all services, deliverables and meetings listed above. The total cost shall also be broken down into segments for each of the previously-described seven (7) tasks of this Work Authorization.

The Consultant shall also provide hourly compensation rates and an indication of the amount of time of various professionals on the project for the Lead Consultant in Exhibit B-1 and for sub-consultants in Exhibit B-2.

The Consultant shall also provide a schedule of time it shall take to complete each Task in Schedule C.

Exhibit B-1 and B-2

Hourly Compensation Rates

Exhibit B-2 Staff Time Estimate / Hourly Rates

Personnel	Hourly* Rate	Hours per Task									Totals	
		Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9	Hrs	Cost
Administration												
											0	
											0	\$0
Sub Total (hours)												\$0
Surveying												
											0	\$0
											0	\$0
Sub Total (hours)											0	\$0
											0	\$0
Landscape Architecture												
											0	\$0
											0	\$0
Sub Total (hours)			0	0	0	0	0	0	0	0	0	\$0
Engineering												
											0	\$0
											0	\$0
											0	\$0
Sub Total (hours)		0	0	0	0	0	0	0	0	0	0	\$0
Cost per Task (\$)		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0
Budget \$ per Task		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0
Subconsultants												
Total Labor and Subconsultants		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0
Work Authorization Total												\$0

Exhibit C

Work Authorization Schedule

The schedule for the completion of the Work Authorization is as follows:

<u>Task</u>	<u>Task Duration*</u>	<u>Completion Date</u>
#1 Survey/Base Map Preparation	__ Month	
#2 Conceptual Design	__ Month	
#3 Storm water Design	__ Month	
#4 Schematic Design	__Month	
#5 Final Design	__Month	
#6 Permitting & Bid Phase Services	__Month	
#7 Construction Phase Services	__ Month	
	*Total time includes overlap of tasks	__ (__) Months from the Effective Date of Project Commencement