

November 8, 2018

To: Board of Trustees, Village of Fox Point

From: Marty Tirado, Trustee and Chair of the Fox Point Pool Advisory Committee

On our agenda for the Village Board of Trustees on November 13, 2018 is a recommendation to approve the proposal from Ayres Associates to conduct engineering and planning work for a potential new municipal pool in the amount of \$35,493.

The Pool Committee has made some progress over the last two years while working on a no to low-cost expense with UWM's Graduate School of Architecture and Urban Planning and their CDS team. We are now at a point where we need to take the next step in helping the Village make an informed decision by hiring an engineering and planning company experienced in municipal pool work. In early September we issued an RFP/RFQ with a defined scope of work for the next steps in our pool analysis. Four companies submitted a proposal in response, they were: Burbach Aquatics, MSA Professional Services, Ayres Associates and GRAEF. Since the pool committee had prior experience and contact with Burbach Aquatics, we invited the other three firms to meet with and present their proposals to the committee on October 15, 2018. Upon the conclusion of these presentations and in consideration of all four proposals, the committee agreed to recommend and forward to the Board of Trustees the Ayres Associates proposal to be the service provider for this project.

Here is a table listing of the companies considered for this project, including their proposed fees and location.

Company	Cost of Project	Location
Ayres Associates	\$35,493	Madison, WI
Burbach Aquatics	\$15,175 ¹ plus reimbursables	Platteville, WI
MSA Professional Services	\$31,800	Madison, WI
GRAEF	\$34,750 plus \$750 in reimbursables	Milwaukee, WI

Amongst other assets, the committee felt Ayres Associates partnerships with Iconica (design-build) and Carrico Aquatic Resources (pool operations and management) provides them with the technical expertise and knowledge to deliver quality results on its proposal. It is anticipated that project completion will take approximately three months. I look forward to discussion and questions related to this recommendation at our November 13, 2018 meeting.

¹ Burbach's pricing is back loaded. They require a 5 year agreement if their client pursues construction, as their larger costs are in the construction phase of their services.

A proposed design charrette/workshop will allow staff to discuss perceived opportunities and issues with us. This hands-on meeting allows the stakeholders to be a part of the design process. We can use a wide variety of options from our toolbox to engage the participants. **Sensory experiences** such as 3-D model building with the proposed pool elements illustrate spatial relationships and help participants understand opportunities and limitations. Through special design software, we are able to manipulate shapes and spaces on the presentation screen in real time. The end result is a tangible digital site model created by all meeting participants. The results of this meeting will yield design direction for the site, pool, bath house, and peripheral support areas.

A large part of our success in developing feasible designs is producing accurate construction cost estimates. Because we facilitate projects across the region, we believe it is important to engage with local contractors to gauge regional pricing structures and material costs. The design team will use the strategic partnerships formed with various Dane County contractors over many years of successful project implementation in the area to complete this task. We also possess bid tabulations from several recent aquatic facility projects and will incorporate these real-world costs into the estimate.

The design team and the proposed schedule are flexible, and we will modify the phased timeline at the request of the Village. Our team is dedicated to producing high-quality, attainable solutions through our design process and has a proven history of delivering completed projects to clients on time and on budget.

PHASE I

Task I. Site Assessment

- Conduct background research and data collection. Acquire and review existing plans, surveys, reports, and maps related to the project.
- Attend kickoff meeting with Village staff (**Meeting #1**). This meeting will address topics including:
 - Design program and budget
 - Project timeline and meeting dates
 - Priorities and restrictions
- Tour project sites. Ayres will photo-document existing conditions during this visit. Elements to be investigated include:
 - Topography
 - Drainage patterns
 - Development limitations
 - Existing adjacent uses
 - Connectivity patterns and circulation
 - Building and mechanical Systems
 - The historic and natural environment
- Complete site analysis for project areas to include ADA issues, utilities, drainage patterns, existing structures, and circulation patterns.
- Conduct regional facility comparative analysis to understand competition and potential market viability. We use GIS technology to compare demographics, population densities, transportation routes, and viable site options to determine the optimal scenario.
- Attend review meeting with Village staff (**Meeting #2**). The design team will present the findings of the aquatics market and site analysis.
- Communicate on a regular basis with Village staff via conference call and/or email.

Deliverables for Task I:

- One summary memo from kickoff meeting
- One summary of preliminary analysis, findings, and recommendations
- One market analysis memorandum
- One site analysis comparison
- Digital site photographs
- Field notes and observations

Task II. Public Outreach and Schematic Design

- Facilitate workshop meeting/design charrette (**Meeting #3**) with Village staff and Steering Committee to determine pool layout options, theming, mechanical and storage enclosure needs, site programming needs, maintenance responsibilities, and other desired amenities.
- Prepare two to three preliminary concept design plans per site. Elements to be addressed include:
 - Site layout and pool amenity layout
 - Building configuration scenarios
 - Design character images
- Prepare preliminary cost estimate for the schematic drawings. Our team uses current pricing structures from other recent team project bid tabulations, industry standard costs, and input from local contractors.
- Facilitate one presentation/public meeting (**PIM #1**) to present conceptual design direction and gather stakeholder input using interactive methods such as nominal process and visual preference exercises. Topics to discuss include:
 - Theme, equipment, and materials
 - Site amenities (benches, shade structures, etc.)
 - Access and connectivity
 - Seating requirements
 - ADA accessibility
 - Safety issues
 - Environmental impacts (drainage, noise abatement, light spill, parking, etc.)
- Attend review meeting with Village staff to refine final design direction (**Meeting #4**).
- Refine preliminary drawings into the preferred concept option to incorporate public comments and Village staff comments.
- Present and review the final concept drawings to Village staff (**Meeting #5**).

Deliverables for Task II:

- One summary memo from workshop meeting
- One summary memo from public meeting
- Presentation materials (digital format)
- One summary memo from each review meeting
- Three (3) 11x17 schematic design plan sets
- Staff review meeting presentation materials (digital format)
- Preliminary cost estimates
- 24x36 color renderings of final concept plan

Task III. Operational and Maintenance Plan

- Develop example operation and maintenance plan for illustration of ongoing costs and revenue projections. Elements to be included will outline programming opportunities, staffing requirements, ancillary revenue and funding sources/strategies, etc.
- Provide options for funding strategies and potential partnerships.

Deliverables for Task III:

- Operational and Maintenance Plan
- Funding Strategy and Action Plan