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Paul Nobles, via email: [prnobles@myescambia.com](mailto:prnobles@myescambia.com)  
Escambia County, Florida

**Re: OLF-8 MASTER PLAN FEES  
ESCAMBIA COUNTY, FL**

Dear Paul,

We are pleased to re-submit to you our final proposed fees based on the agreed-upon scope. We attach to this memo, four documents as indicated below.

**File 1: DPZ Team Fees**

Project Fees are organized as follows:

- Total Project Fees, broken down by firm for each task.
- Total Firm Fees, broken down by task and man-hours for each firm.
- An Invoice Schedule, estimated over a 9-months timeframe
  - Also attached on page 4 of this memo

**File 2: DPZ Team Expenses**

Project Fees are organized as follows:

- Total Project Expenses, broken down by firm for each task.
- Total Firm Expenses, broken down by task for each firm.

The reimbursable expenses are an estimate and we erred on the conservative side to be cautious. We would only bill for what we actually use of course and the expenses may be much lower, depending on hotel rates and flights. We standardized expenses for all consultants for lodging and meals to try keep it simple.

**File 3: Revised Scope**

We re-attach the scope, with two modification.

- Nelson \ Nygaard modified their fee to include an analysis of six intersections and that has ben reflected in Task 3.3.4.
- Impact Campaign modified their fee to include a pre-charrette phone surveying that has been reflected in Task 1.2.4

**OPTIONAL TASKS & FEES**

We also include here optional tasks, separated out as requested. There are only two firms who have provided those options as discussed in our collective call.

**File 4: Weitzman & Associates Memo re: Optional Tasks and Fees.**

They are providing a range of fees for land valuation work. The scope is detailed in their memo. Fee varies greatly depending on detail of area selected. \$20k - \$80k. We understand you are unlikely to request this additional work, but have included it nevertheless.



**Impact Campaign: Additional Fees for the following optional tasks.**

Task 2.1.3: Additional town-hall style meeting outside of Beulah area. (up to \$1,750 per event, including AV and venue fees)

In addition to the community-focused Charrette, the team will coordinate and host secondary town-hall style public input meetings at other locations in the county to ensure taxpayer input into the project. Each meeting will include media outreach, social media marketing, neighborhood outreach, venue management, and written or online surveys of participants. Does not include cost of principal subject matter expert.

For potential additional services, we have included the DPZ Team's hourly rates on page 3 of this memo. It lists personnel from each firm.

Regards, on behalf of the collective DPZ team.

A handwritten signature in brown ink, appearing to read 'Manny'.

Partner



### Hourly Rates Per Consultant/Firm for Additional Services

FIRM	PERSONNEL	TITLE	HOURLY RATE
DPZ CoDESIGN	Marina Khoury	Partner	\$ 300.00
	Michael Weich	Project Manager/ Senior Designer	\$ 175.00
	Xavier Iglesias	Senior Designer	\$ 175.00
	Greg Littell + others	Designers 1 & 2	\$ 120.00
	Chris Ritter	Illustrator	\$ 200.00
IMPACT CAMPAIGN	Travis Peterson	Partner	\$ 200.00
	Brooke Fleming	Project Manager	\$ 100.00
GIT CONSULTING	Georgio Tachiev	Principal Engineer	\$ 225.00
	Shahinur Rahman	Senior Civil Engineer	\$ 175.00
	Enrique Hernandez	Project Engineer	\$ 125.00
WEITZMAN & ASSOCIATES	Peter Bazeli	Principal Engineer	\$ 375.00
	Joshua Levitt	Assistant Vice President	\$ 250.00
	Peter Carle	Senior Associate	\$ 200.00
	Giovanni Wrobel	Senior Associate	\$ 200.00
	Marie-Danielle Faucher	Senior Vice President	\$ 300.00
	Keith Brenan	Principal	\$ 375.00
	Catherine Tam	Vice President	\$ 275.00
URBAN 3	Joe Minicozzi	Principal Engineer	\$ 300.00
	Cate Ryba	COO/Planner	\$ 200.00
	Phillip Walters	Project Manager/Planner	\$ 160.00
	Josh McCarty	Lead Analyst	\$ 150.00
	Will Creasy	Analyst	\$ 120.00
	Kate Sales	Analyst	\$ 100.00
	Andrew Clum	Analyst	\$ 100.00
	Caitlen Nelis-Masters	Administrative	\$ 62.00
NELSON \ NYGAARD	Jeff Tumlin	Project Advisor	\$ 300.00
	Meritxell Font	Project Manager	\$ 195.00
	Iain Banks	Deputy Project Manager	\$ 165.00
	Jim Watson	Traffic Lead	\$ 180.00
	Matthias Neill	Associate/Support Staff	\$ 100.00
	Michael Carraher	GIS Analyst	\$ 110.00
SPECK & ASSOCIATES	Jeff Speck	Partner	\$ 400.00



**Invoice Schedule**  
(also available in excel spreadsheet)

Total Consultant Fees				Invoice Schedule	
TASK / PERSON		Total Fee \$		Invoice # (+ Tasks)	Invoice Amount
Hourly Rate	Tasks	Total Fees	% of Fee		
<b>Phase 1</b>	<b>ASSESSMENT &amp; ANALYSES</b>	<b>\$ 297,690</b>	<b>26%</b>	<b>TOTAL FOR PHASE 1 + 1/3 PROJECT MANAGEMENT</b>	<b>\$ 322,514</b>
1.1	Conduct kick-off	\$ 40,960	4%	Month 0: Invoice 1 for Project Initiation: Ph. 1 Management	\$ 24,824
1.2	Gather and Assess Existing Conditions	\$ 102,170	9%	Month 1: Invoice 2 for Task 1.1	\$ 40,960
1.3	Conduct Market and Fiscal Analyses	\$ 39,040	3%	Month 2: Invoice 3 for Task 1.2 and Task 1.4	\$ 150,430
1.4	Define Public Engagement Plan	\$ 48,260	4%	Month 3: Invoice 4 for Task 1.3 and Task 1.5	\$ 106,300
1.5	Provide Urban Diagnostics Report	\$ 67,260	6%	<b>% of TOTAL FEE</b>	<b>28%</b>
<b>Phase 2</b>	<b>SCENARIO PLANNING</b>	<b>\$ 441,380</b>	<b>39%</b>	<b>TOTAL FOR PHASE 2 + 1/3 PROJECT MANAGEMENT</b>	<b>\$ 466,204</b>
2.1	Conduct multi-day Charrette	\$ 158,390	14%	Month 4: Invoice 5 for Task 2.1	\$ 158,390
2.2	Develop Master Plan Options	\$ 96,920	9%	Month 5: Invoice 6 for Tasks 2.2, 2.3 and 2.4	\$ 175,360
2.3	Evaluate & Synthesize Plans	\$ 53,880	5%	Month 6: Invoice 7 for Tasks 2.5, 2.6 and Ph. 2 Management	\$ 132,454
2.4	Assess and Document Stakeholder Input	\$ 24,560	2%		
2.5	Provide Scenario Plan Report	\$ 71,850	6%		
2.6	Conduct Presentations(s)	\$ 35,780	3%	<b>% of TOTAL FEE</b>	<b>41%</b>
<b>Phase 3</b>	<b>IMPLEMENTATION STRATEGY</b>	<b>\$ 324,815</b>	<b>29%</b>	<b>TOTAL FOR PHASE 3 + 1/3 PROJECT MANAGEMENT</b>	<b>\$ 349,639</b>
3.1	Refine preferred master plan(s)	\$ 56,795	5%	Month 7: Invoice 8 for Task 3.1	\$ 56,795
3.2	Draft Implementation Strategies	\$ 75,060	7%	Month 8: Invoice 9 for Tasks 3.2, 3.3 and 3.4	\$ 175,770
3.3	Draft Design Standards	\$ 82,340	7%	Month 9: Invoice 10 for Tasks 3.5, 3.6 & Ph. 3 Management	\$ 117,074
3.4	Assess And Document Stakeholder Input	\$ 18,370	2%		
3.5	Provide Implementation Report	\$ 55,820	5%		
3.6	Conduct presentation(s)	\$ 36,430	3%	<b>% of TOTAL FEE</b>	<b>31%</b>
<b>TOTAL FEE /CONSULTANT</b>		<b>\$ 1,063,885</b>	<b>93%</b>		
<b>PROJECT MANAGEMENT FEE (7%)</b>		<b>\$ 74,472</b>	<b>7%</b>		
Phase 1 Management		\$ 24,824			
Phase 2 Management		\$ 24,824			
Phase 3 Management		\$ 24,824			
<b>GRAND TOTAL FEE</b>		<b>\$ 1,138,357</b>	<b>100%</b>		