



**Downtown Improvement Board**

**Regular Monthly Meeting**

Tuesday November 23, 2021

7:30

**AGENDA**

- I. Call to Order
  - a. Comments from the Chairman
- II. Recurring Agenda
  - a. Meeting was properly noticed
  - b. \*Approval of the proposed meeting agenda for November 23, 2021
  - c. \*Approval of the minutes from the regular meeting of the DIB on November 2, 2021
  - d. \*Approval of the October Financials
- III. On-Going Business
  - a. StreetPlus October Report
  - b. Marketing Report
  - c. Palafox Market
  - d. PPD Report
- IV. New Business
  - a. \*Audit 2020/21
  - b. Cleaning Service RFP Update/Meeting with City on cleaning
  - c. City Parking Stall Study
  - d. America's First Freedom Trail- \$7,500
- V. On-Hold
- VIII. Public Comment
- IX. Adjournment

**Next meeting – TBD**  
**(\*) = approval item**



Downtown Improvement Board Regular Monthly Meeting  
Tuesday, November 2, 2021 7:30 a.m.

Attendance

Michael Carro, Chairman, Kevin Lehman, Jean Pierre N'Dione, Patti Sonnen, Claire Campbell, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order-7:32 a.m.

- a. Chairman Carro called the meeting to order at 7:32 a.m.

II. Recurring Agenda

- a. Mr. Wilson confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda was motioned, seconded, and unanimously approved.
- c. The minutes of the regular meeting of the DIB held on September 28, 2021 were motioned, seconded, and unanimously approved.
- d. DIB September financials were motioned, seconded, and unanimously approved.

III. On-Going Business

a. StreetPlus August Report

- Lori has two new employees working with her. The ambassador team worked on pressure washing areas that were not covered under the pressure washing contract.

b. Marketing Report

- Palafox Market was runner-up Inweekly Best of the Coast for two categories.
- Foo Foo Fest begins this Thursday.
- Social Media grew by 1,000 people over the last three months.
- Palafox Market had huge success with the Halloween themed market.

c. Palafox Market

- In need of a solution to replace the portables currently utilized at the market.
- Emily and Walker will research restroom solutions. David Forte, Deputy City Administrator, indicated that the city may be able to assist with storage and transport of the proposed restrooms.
- Halloween Market was a huge success and Emily plans to create more themes to draw people to the downtown area.



d. PPD Report- Decibel Meter for vehicle noise

- Officer Darling updated the board on call volume over the past month in Downtown. Additionally, enforcement of open container laws in downtown was discussed. Businesses need to be aware not to advertise taking drinks for consumption off-site.
- Decibel meter was approved. An officer will need to go through the training prior to enforcement.

IV. New Business

a. Audit 2020/21

- DIB signed letter with Warren Averett.
- Banaikas is working on providing the documents.

b. Bike Racks at Palafox Market Update

- Bike Racks were ordered for the parking space next to the MLK statue.
- City will install once the racks are delivered.

c. Cleaning Service RFP Update

- Board is to review the RFP.

d. All I Want Campaign- \$5,000 budget

- Includes a \$1,000 prize.
- Item was motioned, seconded, and unanimously approved

e. Executive Director 4<sup>th</sup> QTR Bonus

- Item was motioned, seconded, and unanimously approved.

V. On-Hold

VIII. Public Comment-None

IX. Adjournment at 8:40 a.m.

**Next meeting – November 23<sup>rd</sup>, 2021**

**(\*) = approval item**

# MARKETING REPORT

destination + place marketing | PR | grants | events

ideaworks.co

## OCTOBER 2021 DELIVERABLES

### DIGITAL / WEBSITE / SOCIAL

- Downtown Pensacola website events production/promotion
- Daily social media content, social media response, monitoring, audience building
- Photography and editing
- Downtown historical research / content for social media
- ABOUT page updates
- Set up social media events
- Created/programmed four new home page rotating banners:
  - Son et Lumière, First City Lights Festival, Winterfest and Gallery Night
- Launched Boosted Facebook campaign
- Programmed news page post for new board member
- Programmed news page post for Finance Committee opening

### PUBLIC RELATIONS

- Distributed news release: Finance Committee opening
- Distributed news release: New Board Member, Claire Campbell
- Media relations and follow up
- Drafted news release: All I Want campaign (to be distributed)

### MEETINGS

- Bi-weekly marketing strategy virtual calls
- Monthly board meeting
- Repast call with David Penniman

### CRA AND OTHER REPORTS

- Quarterly board report / data compilation

### REQUESTS/MISC. PRODUCTION

- FCLC sponsorship tiers research

### GRAPHIC DESIGN / ASSETS

- Created Instagram highlights and cover graphics
- Social media contest graphics
- Video Cam business card

- Professional photography: October Gallery Night
- QR code for Cityprotect Link
- Artwork for sidewalk decals for All I Want campaign (in production)
- Poster designs for All I Want campaign/Palafox glass cases

# MARKETING REPORT

destination + place marketing | PR | grants | events

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## OCTOBER 2021 DELIVERABLES / PALAFOX MARKET

### DIGITAL MARKETING

- Palafox Market website troubleshooting and QA
- Google Reviews response and Google accounting management
- Halloween Market Facebook Event
- Halloween Market Boosted Facebook and Instagram post
- Instagram Stories and Palafox Market Story Highlight
- Updated Palafox Market banner for downtownpensacola.com
- Social media marketing/Facebook and Instagram

### PUBLIC RELATIONS

- News release: Halloween Market
- Online community and media calendars/Halloween Market
- Media assists: WEAR, IN News, Pensacola News Journal, WKRG

### MEETINGS/REPORTS/CONSULTATION

- Trademark follow-up
- PR clips and metrics
- Halloween Market event planning

### GRAPHIC DESIGN/PRODUCTION

- Professional photography/Palafox Market
- Halloween Market A-Frame poster
- "Best Farmers Market" A-Frame poster
- Farmers Needed A-Frame poster
- Palafox Market "evergreen" A-Frame poster
- Facebook ad design
- Halloween Market event cover design
- Scavenger Hunt game flyer and individual signs
- Costume contest award certificates

# DOWNTOWN IMPROVEMENT BOARD

## Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

October 2021

	Oct 21	Budget	\$ Over Budget	Oct 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
1301 · Co-Op Participation	4,321.79	4,800.84	-479.05	4,321.79	4,800.84	-479.05	57,610.00
4010 · Ad Valorem Revenue	51,588.25	51,588.25	0.00	51,588.25	51,588.25	0.00	619,059.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	0.00	0.00	0.00	357,534.00
4020 · Website Membership and Map	0.00	0.00	0.00	0.00	0.00	0.00	500.00
Program Revenue	8,850.00	8,333.34	516.66	8,850.00	8,333.34	516.66	100,000.00
4040 · DPMD Cleaning Reimbursement	5,160.82	2,767.25	2,393.57	5,160.82	2,767.25	2,393.57	33,207.00
4085 · LTU - Sidewalk Pressure Washing	6,475.00	541.66	5,933.34	6,475.00	541.66	5,933.34	6,500.00
4900 · Sales Tax Collected	-578.97	0.00	-578.97	-578.97	0.00	-578.97	0.00
<b>Total Income</b>	<b>75,816.89</b>	<b>68,031.34</b>	<b>7,785.55</b>	<b>75,816.89</b>	<b>68,031.34</b>	<b>7,785.55</b>	<b>1,174,410.00</b>
<b>Gross Profit</b>	<b>75,816.89</b>	<b>68,031.34</b>	<b>7,785.55</b>	<b>75,816.89</b>	<b>68,031.34</b>	<b>7,785.55</b>	<b>1,174,410.00</b>
Expense							
3001 · Compactor - Waste Services	5,949.11	4,441.59	1,507.52	5,949.11	4,441.59	1,507.52	53,299.00
3004 · Compactor - Security Fees	87.84	291.66	-203.82	87.84	291.66	-203.82	3,500.00
3007 · Compactor - Electric	52.79	67.59	-14.80	52.79	67.59	-14.80	811.00
5000 · CRA Interlocal Payment	0.00	0.00	0.00	0.00	0.00	0.00	457,534.00
5001 · Salaries, Benefits & Taxes	5,383.22	6,847.66	-1,464.44	5,383.22	6,847.66	-1,464.44	82,172.00
5006 · Board Meetings	0.00	20.84	-20.84	0.00	20.84	-20.84	250.00
5007 · Annual Meeting	0.00	0.00	0.00	0.00	0.00	0.00	250.00
5009 · Bank Charges	0.00	452.00	-452.00	0.00	452.00	-452.00	5,424.00
5010 · Bank Direct Deposit Fee	0.00	10.41	-10.41	0.00	10.41	-10.41	125.00
5004 · Insurance Expense-Other	724.42	0.00	724.42	724.42	0.00	724.42	0.00
5005 · Workers Comp Insurance	0.00	42.59	-42.59	0.00	42.59	-42.59	511.00
5030 · Insurance- General Liability	0.00	643.34	-643.34	0.00	643.34	-643.34	7,720.00
5011 · Interest Expense	0.00	16.66	-16.66	0.00	16.66	-16.66	200.00
5012 · Office Rent	2,586.83	1,278.75	1,308.08	2,586.83	1,278.75	1,308.08	15,345.00
5013 · Office Supplies	338.21	104.16	234.05	338.21	104.16	234.05	1,250.00
5014 · Office Equipment/Software	50.60	416.66	-366.06	50.60	416.66	-366.06	5,000.00
5015 · Postage	0.00	16.66	-16.66	0.00	16.66	-16.66	200.00
5016 · Telecommunications	447.91	833.34	-385.43	447.91	833.34	-385.43	10,000.00
5017 · Website Support	0.00	416.66	-416.66	0.00	416.66	-416.66	5,000.00
5018 · Website Hosting	0.00	333.34	-333.34	0.00	333.34	-333.34	4,000.00
5019 · Computer Support/Email Leasing	169.68	83.34	86.34	169.68	83.34	86.34	1,000.00
5020 · Dues, Subscriptions, Publicatio	9.99	166.66	-156.67	9.99	166.66	-156.67	2,000.00
5021 · Travel Entertainment & Educ.	0.00	125.00	-125.00	0.00	125.00	-125.00	1,500.00
5023 · Marketing Consultants	3,981.25	3,500.00	481.25	3,981.25	3,500.00	481.25	42,000.00
5024 · Bookkeeping	0.00	1,041.66	-1,041.66	0.00	1,041.66	-1,041.66	12,500.00
5025 · Audit	0.00	7,200.00	-7,200.00	0.00	7,200.00	-7,200.00	18,000.00
5026 · Legal Counsel	0.00	666.66	-666.66	0.00	666.66	-666.66	8,000.00
5027 · Economic Development	200.00	3,535.66	-3,335.66	200.00	3,535.66	-3,335.66	42,428.00
5028 · Arts and Culture	2,950.00	0.00	2,950.00	2,950.00	0.00	2,950.00	0.00
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	75,000.00
5227 · PPD Security	15,000.00	5,000.00	10,000.00	15,000.00	5,000.00	10,000.00	60,000.00
6000 · Palafox Market	5,541.03	8,233.30	-2,692.27	5,541.03	8,233.30	-2,692.27	100,000.00
7000 · Ambassador Program	9,467.32	13,282.59	-3,815.27	9,467.32	13,282.59	-3,815.27	159,391.00
5041 · Pressure Washing	6,475.00			6,475.00			
<b>Total Expense</b>	<b>59,415.20</b>	<b>59,068.78</b>	<b>346.42</b>	<b>59,415.20</b>	<b>59,068.78</b>	<b>346.42</b>	<b>1,174,410.00</b>
<b>Net Ordinary Income</b>	<b>16,401.69</b>	<b>8,962.56</b>	<b>7,439.13</b>	<b>16,401.69</b>	<b>8,962.56</b>	<b>7,439.13</b>	<b>0.00</b>
<b>Other Income/Expense</b>							
Other Income							
4980 · Sales Tax Collection Allowance	15.77	0.00	15.77	15.77	0.00	15.77	0.00
<b>Total Other Income</b>	<b>15.77</b>	<b>0.00</b>	<b>15.77</b>	<b>15.77</b>	<b>0.00</b>	<b>15.77</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>15.77</b>	<b>0.00</b>	<b>15.77</b>	<b>15.77</b>	<b>0.00</b>	<b>15.77</b>	<b>0.00</b>
<b>Net Income</b>	<b>16,417.46</b>	<b>8,962.56</b>	<b>7,454.90</b>	<b>16,417.46</b>	<b>8,962.56</b>	<b>7,454.90</b>	<b>0.00</b>

# DOWNTOWN IMPROVEMENT BOARD

## Balance Sheet - For Management Use Only

As of October 31, 2021

	Oct 31, 21
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
101 · Cash - Coastal- 0237 Operating	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintenance	5,000.00
101 · Cash - Coastal- 0237 Operating - Other	232,993.79
Total 101 · Cash - Coastal- 0237 Operating	306,139.86
Total Checking/Savings	306,139.86
Other Current Assets	
140.9 · Due from Downtown Pens Alliance	1,261.25
140.5 · Due from Friends of Downtown	1,071.30
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	7,968.54
Total Other Current Assets	11,301.09
Total Current Assets	317,440.95
Fixed Assets	
Puppy Pit Stop Project	72,745.00
240 · Equipment	169,220.56
260 · Furniture & Fixtures	4,541.23
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-128,735.58
Total Fixed Assets	128,621.21
<b>TOTAL ASSETS</b>	<b>446,062.16</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	2,813.00
Total Accounts Payable	2,813.00
Other Current Liabilities	
481 · Sales Tax Payable	578.97
453 · 403(b) Employer Contribution	538.53
471 · Payroll Liabilities	1,096.20
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	-51,588.25
Total Other Current Liabilities	-44,374.55
Total Current Liabilities	-41,561.55
Total Liabilities	-41,561.55
Equity	
32000 · Unrestricted Net Assets	399,626.27
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-115,563.00
Total 587 · Fund Balance	71,579.98
Net Income	16,417.46
Total Equity	487,623.71
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>446,062.16</b>

# DOWNTOWN IMPROVEMENT BOARD

## Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

October 2021

	Oct 21	Budget	\$ Over Budget	Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor Payments	8,850.00	8,333.34	516.66	8,850.00	8,333.34	516.66	100,000.00
Total Program Revenue	8,850.00	8,333.34	516.66	8,850.00	8,333.34	516.66	100,000.00
Total Income	8,850.00	8,333.34	516.66	8,850.00	8,333.34	516.66	100,000.00
Gross Profit	8,850.00	8,333.34	516.66	8,850.00	8,333.34	516.66	100,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	1,730.78	2,916.66	-1,185.88	1,730.78	2,916.66	-1,185.88	35,000.00
6003 · Permits / Street Closure	512.50	0.00	512.50	512.50	0.00	512.50	1,200.00
6004 · Portable Toilet Rental	0.00	541.66	-541.66	0.00	541.66	-541.66	6,500.00
6005 · Market Anniversary Celebration	0.00	83.34	-83.34	0.00	83.34	-83.34	1,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.66	-41.66	0.00	41.66	-41.66	500.00
6007 · Marketing	2,274.75	1,666.66	608.09	2,274.75	1,666.66	608.09	20,000.00
6008 · PMkt Credit Card Fees	0.00	125.00	-125.00	0.00	125.00	-125.00	1,500.00
6010 · Sales Tax Interest	0.00	416.66	-416.66	0.00	416.66	-416.66	5,000.00
6011 · Market App Program Fee	0.00	87.50	-87.50	0.00	87.50	-87.50	1,050.00
6012 · Market Security	1,023.00	550.00	473.00	1,023.00	550.00	473.00	6,600.00
Total 6000 · Palafox Market	5,541.03	6,429.14	-888.11	5,541.03	6,429.14	-888.11	78,350.00
Total Expense	5,541.03	6,429.14	-888.11	5,541.03	6,429.14	-888.11	78,350.00
Net Ordinary Income	3,308.97	1,904.20	1,404.77	3,308.97	1,904.20	1,404.77	21,650.00
Net Income	3,308.97	1,904.20	1,404.77	3,308.97	1,904.20	1,404.77	21,650.00

<b>DIB - Oct 21</b>		
<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>
Income	<i>Overview</i>	<i>\$7,700 Over Budget (Pressure Washing Reimbursement)</i>
1301	Co-Op Participation	\$480 Under Budget
4030	Palafox Market	\$500 Over Budget
4040	DPMD Reimbursement	\$2,300 Under Budget
Expense		
Expense	<i>Overview</i>	<i>\$300 Over Budget</i>
5001	Salaries, Benefits & Taxes	\$1,400 Under Budget
5023	Marketing	\$480 Over Budget
5027	Economic Development	\$3,300 Under Budget
6000	Palafox Market	\$2,600 Under Budget
7000	Ambassador Program	\$3,800 Under budget

# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** November

Total Income DIB **October:** \$75,816.89

Total Expense DIB **October:** \$59,415.20

Notes:

## SERVICE AUTHORIZATION (SA)

Date of This SA: \_\_\_\_\_

Service Authorization No.: 21-04

Job No.: n/a

This Service Authorization, when executed, shall be incorporated in and shall become an integral part of the original Master Agreement (RFQ #19-023) dated December 31, 2019, between CITY and HDR Engineering, Inc (CONSULTANT).

### I. Project Description:

The project involves an evaluation of the midblock crosswalk on Palafox Street, approximately 175 feet south of Garden Street, for safety improvements.

### II. Scope of Services:

As further described in Attachment B.

### III. Items to be furnished by CITY at No Expense to the CONSULTANT:

Any previous studies, plans, or general existing information which assists the CONSULTANT in performing the Scope of Services.

### IV. Time of Performance:

The Scope of Services will be completed within 90 calendar days after receipt of Notice to Proceed except for delays beyond the reasonable control of the CONSULTANT.

Items 101 through 107 of the Scope of Services will be completed within 90 calendar days after receipt of Notice to Proceed except for delays beyond the reasonable control of the CONSULTANT.

**The Scope of Services will be completed within the following calendar days after receipt of Notice to Proceed except for delays beyond the reasonable control of the CONSULTANT.**

SCOPE ITEM

CALENDAR DAYS TO COMPLETE

TASK 100

90 calendar days

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The above noted times of performance are not, however, a warranty or guarantee that the noted services will be completed within such timeframe.

**V. Fees To Be Paid:**

For Items 101 through 107 of the Scope of Services the CONSULTANT shall be paid a total fee of \$12,935.00 . CONSULTANT shall submit monthly invoices to the CITY over the term of the contract accompanied by a monthly progress report detailing all activities/services rendered for processing and payment.

<u>SCOPE ITEM</u>	<u>Totals</u>
Items 101 through 107	\$12,935.00 (T&M paid as noted above)
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For Items n/a through n/a of the Scope of Services (for additional services) (for additional meetings) the CONSULTANT shall be paid a fee based upon the attached Rate Schedule (See Schedule A) and reimbursable expenses.

We estimate the cost of these services (reimbursables) (services and reimbursables) to be \$ n/a . It should be emphasized that this estimate is for budget purposes only and should not be considered a guaranteed amount.

**Staff extension services:** \$ n/a

Staff Extension Services shall consist of small projects, day-to-day professional services, and/or miscellaneous services that are needed immediately in a manner that formulation and approval of a new Service Authorization is not prudent. The Consultant shall draw down on this fee as necessary until it is exhausted. If additional Staff Extension Services are desired or required, another Service Authorization shall be formulated and approved to allow a continuation of services.

**VI. Expenses to Be Paid:**

In addition to the fees specified above, the CONSULTANT shall be reimbursed for direct non-salary expenses, if applicable, and as pre-authorized by the CITY and based upon the attached Rate Schedule (See Schedule A).

Public Records Act.

The parties acknowledge and agree to fulfill all obligations respecting required contract provisions in any contract entered into or amended after July 1, 2016, in full compliance pursuant to Section 119.0701, *Florida Statutes*, and obligations respecting termination of

a contract for failure to provide public access to public records. The parties expressly agree specifically that the contracting parties hereto shall comply with the requirements within Attachment "A" attached hereto and incorporated by reference.

**IN WITNESS WHEREOF**, the parties hereto have caused this Contract to be executed in triplicate and sealed the day and year first above written.

**CONSULTANT**

**CITY OF PENSACOLA, FLORIDA**

HDR Engineering, Inc.  
(Consultant's Name)

\_\_\_\_\_  
Mayor, Grover C. Robinson, IV

Attest:

By: \_\_\_\_\_  
Member

\_\_\_\_\_  
City Clerk, Ericka L. Burnett

Jennifer E. Hunt, P.E. Sr. Vice President  
(Printed Name)

\_\_\_\_\_  
Approved as to Substance:

Attested by:

\_\_\_\_\_  
Member

\_\_\_\_\_  
Department Director/Division Head

\_\_\_\_\_  
(Printed Name)

Legal in form and valid as drawn:

(CORPORATE SEAL)

\_\_\_\_\_  
City Attorney, Susan A. Woolf

## **Attachment "A"**

**PUBLIC RECORDS:** Contractor shall comply with Chapter 119, Florida Statutes. Specifically, Contractor shall:

- A.** Keep and maintain public records required by the City to perform the service.
- B.** Upon request from the City's custodian of public records, provide the City with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
- C.** Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Contract term and following the completion of the Contract if Contractor does not transfer the records to the City.
- D.** Upon completion of the Contract, transfer, at no cost, to the City, all public records in possession of Contractor or keep and maintain public records required by the City to perform the service. If Contractor transfers all public records to the City upon completion of the Contract, Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If Contractor keeps and maintains public records upon completion of the Contract, Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the City, upon request of the City's custodian of public records, in a format that is compatible with the information technology systems of the City.

Failure by Contractor to comply with Chapter 119, Florida Statutes, shall be grounds for immediate unilateral cancellation of this Contract by the City.

**IF CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT:**

**THE OFFICE OF THE CITY CLERK, (850) 435-1715**

**[PUBLCRECORDS@CITYOFPENSACOLA.COM](mailto:PUBLCRECORDS@CITYOFPENSACOLA.COM)**

**222 WEST MAIN STREET, PENSACOLA, FL 32502**

**Attachment "B"**  
**SCOPE OF SERVICES**

# City of Pensacola

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## **Palafox Street Midblock Crosswalk Study**

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### **Service Authorization (SA) 21-04 Under RFQ #19-023**

**November 4, 2021**

Prepared by

HDR Engineering, Inc.  
25 W Cedar Street, Suite 200  
Pensacola, FL 32502  
(850) 429-8908  
[allen.vinson@hdrinc.com](mailto:allen.vinson@hdrinc.com)

# Scope of Services

The City of Pensacola has requested an evaluation of the midblock crosswalk on Palafox Street, approximately 175 feet south of Garden Street, for safety improvements. Under this task, HDR will accomplish the tasks described below.

## **SCOPE OF SERVICES TO BE PERFORMED BY HDR:**

### **Task 100 – Midblock Crosswalk Improvements**

#### **101 Project Administration**

The project will proceed under the direction of the City of Pensacola Project Manager. HDR will prepare and submit monthly progress reports to the City.

HDR will attend up to two (2) meetings with the City.

#### **102 Traffic Data Collection**

A 10-hour pedestrian count will be collected at the study crosswalk 8-10am, 11am-1pm, and 4-10pm on a Thursday, Friday, and Saturday. Pedestrians will be counted crossing within the crosswalk, as well as outside the crosswalk within 100 feet north and south of the crosswalk. Turning movement counts will be collected at the intersection of Palafox Street and Garden Street for 8 hours.

#### **103 Field Visit**

HDR will perform a field visit to observe existing conditions and operations of the subject midblock crossing.

#### **104 Crash Analysis**

HDR will review the five-year crash history for the study intersection and summarize crash data by location, type, and severity. No crash diagrams will be prepared.

#### **105 Operational Analysis**

HDR will analyze the intersection of Palafox Street and Garden Street utilizing Synchro/SimTraffic software for two peak hours. The intersection will be reviewed for operational improvements. Existing conditions and existing volumes with proposed improvements will be analyzed.

#### **106 Improvement Recommendations**

HDR will review and assess improvement options at the midblock crosswalk to address safety and operational issues.

#### **107 Report**

This task includes report drafting, tables, figures, internal QC, compiling appendices, report submittal, and one round of edits based on comments. The report will include a summary of the findings and any improvement recommendations. The report will be submitted to the City of Pensacola for review. A final report (pdf format) will be prepared incorporating comments.

## **FEE ESTIMATE**

Fees and manhours for the tasks described above can be found on the following page. HDR proposes a time and materials fee of \$12,935 for this task.

## **SCHEDULE**

The Project will begin once notice to proceed has been received from the City. HDR will complete and submit the study for review by the City of Pensacola within 3 months of receiving the notice to proceed.

**Schedule A**  
**Fee Schedule**

# Palafox Street Midblock Crosswalk Study - Fee Estimate

Scope Element		Title		Project Manager		Sr. Engineer		Prof. Engineer		Engineer Intern		Accounting /Admin		Hours		Cost			
		Contract	Rate	cost		cost		cost		cost		cost							
				\$ 190.00		\$ 235.00		\$ 190.00		\$ 105.00		\$ 100.00							
Descriptions																			
1	Midblock Crosswalk Improvements																		
	Project administration	4	\$	760	2	\$	470	2	\$	380	0	\$	-	3	\$	300	11	\$	1,910
	Traffic data collection (coordination with subconsultant)	0	\$	-	0	\$	-	1	\$	190	0	\$	-	0	\$	-	1	\$	190
	Field Visit	0	\$	-	0	\$	-	2	\$	380	2	\$	210	0	\$	-	4	\$	590
	Crash Analysis	0	\$	-	0	\$	-	1	\$	190	4	\$	420	0	\$	-	5	\$	610
	Operational Analysis	0	\$	-	2	\$	470	0	\$	-	6	\$	630	0	\$	-	8	\$	1,100
	Improvement Recommendations	0.5	\$	95	1	\$	235	1	\$	190	1	\$	105	0	\$	-	3.5	\$	625
	Report	0.5	\$	95	1	\$	235	2	\$	380	20	\$	2,100	0	\$	-	23.5	\$	2,810
subtotals		5	\$	950	6	\$	1,410	9	\$	1,710	33	\$	3,465	3	\$	300	56	\$	7,835
		Subconsultant: All Traffic Data Services															\$	5,100	
		Total Task 1 Fee															\$	12,935	

**TOTAL FEE \$ 12,935**