

appropriate for that phase of construction. Kimley-Horn will attend up to one meeting with the Village, included in Task 8, to review the results of the analysis and prepare a brief memorandum summarizing the recommendations for each phase that can be included in the master plan document.

Task 6 – Master Plan Document

Kimley-Horn will develop a master plan document that will contain the results of the services contained in this master planning process. This document will both serve as a guide for the implementation of the program as well as document the process for record keeping purposes. We anticipate that the document will contain the following information:

- Presentation of Design Criteria to be used throughout the program
- Summary of the Data Collection Process
- Assembly of GIS Infrastructure Maps for both existing and proposed improvements
- Risk Assessment
- Broadband Infrastructure Recommendations
- Program Phasing and Sequencing Maps
- MOT Strategy
- Program Conceptual Opinions of Probable Construction Costs
- Program Opinion of Schedule
- Project Delivery Method recommendations

A draft of the master plan document will be provided for Village review and comment. We will respond to one round of staff comments on the document prior finalizing. Kimley-Horn will present the findings and recommendations of the master plan at a UUTF meeting and a Village Council meeting. Meeting time is included in Task 8. Comments received from the UUTF and Council will also be incorporated into the master plan. Up to five hard copies of the document will be provided to the Village upon incorporation of these comments.

Task 7 – Public Outreach

Kimley-Horn will provide public outreach services for the master planning phase. We will provide the following services:

- Develop, maintain and operate a standalone undergrounding website that links from the main Village website, and includes developing a Facebook Page, and Twitter Page with multiple alerts and ongoing e-blast communications with existing resident e-mail mailing list. Website will include a Frequently Asked Questions Page based on the information gathered at the Underground Utility Task Force (UUTF) meetings, the Town Council meetings, internal working group meeting, and public forums.
- Develop an email blast and database management solution to manage electronic communications.
- Develop two project brand concepts for the project.

- Assign a Public Information Officer to the project and distribute contact information throughout the Village. Our PIO will provide a cell phone number for 24/7 access to residents, business owners and other key stakeholders.
- Create one undergrounding 4x6 information postcard and one newsletter/fact sheet for periodic distribution to Village residents and throughout the Village at key locations. The same information can be used for the website and sent via email. The fact sheet will also be inserted into the Islander News for additional outreach/distribution.
- Create and manage a database of Village contacts including condo managers, community group leaders, association presidents and others that will serve as community contacts for information dissemination.
- Our PIO will serve as a Spokesman/Project Liaison for the team. They will serve as the primary point of contact for media to reach out to team members, Task Force or Village staff members. A postcard introducing the PIO to the community and the upcoming master planning process will be mailed to all affected residents and key stakeholders. The postcard will encourage residents to send PIO their contact information specifically geared towards developing an email database for email alerts at key milestones and biweekly alerts during construction. Based on staff/team member input, answers to media or resident questions will be provided by our PIO.
- Host up to two (2) pop-up Public events along the Village in areas of high traffic or at special events to explain the project, answer questions and gather additional contact information from residents at the areas where they commonly shop and/or gather.
- Create an Underground Utilities PowerPoint presentation to reflect the Master Planning process and post the information on the website for self-guided information tours or community presentations.
- An effort will be made to reach out of town property owners and business whom might otherwise not be informed of this process. A Public Information Record will be prepared at the conclusion of this process to include all notifications, collaterals, inquiries, and stakeholder databases to document all outreach efforts and methods used to inform the Village residents of the project. Additionally, an Issues Log will be kept to track concerns raised by stakeholders.

It is understood that the Village will provide the design team with use of Village facilities for public gatherings as needed and available during the course of the project. As such, facility rental and operational costs are not included in this proposal. An allowance has been included in the budget for this task to cover the expenses related to informational materials, direct mailers, website hosting fees, newspaper ads, event fees, and other miscellaneous expenses associated with this task.

Task 8 – Meetings (Master Planning Phase)

Kimley-Horn and our subconsultant team members, as appropriate, will attend scheduled project meetings as described below during the master planning phase of the project:

- Project team meetings (up to 10 meetings)
- Franchise utility coordination meetings (monthly, up to 6 meetings)
- Underground Utility Task Force Meetings (monthly, up to 6 meetings)
- Village Council Meetings (monthly, up to 6 meetings)



Alicia A. Gonzalez

President/Public Information Manager

Relevant Experience

City of Miami/Miami-Dade Water and Sewer Department (MDWASD) Design-Build Services for Replacement of Water Mains and Service Conversions in the Shenandoah Area (Phase A), Miami-Dade County, FL – Mrs. Gonzalez was the Public Involvement Manager for this project. As the QA/QC lead, she was responsible for reviewing construction information to the residents of the City of Miami and the Shenandoah Community, as well as overseeing the work being performed by her staff.

Miami-Dade County Water and Sewer Department (MDWASD) Norris Cut Utility Relocation Project, Miami-Dade County, FL – Mrs. Gonzalez is in charge of the public involvement for this design-build project which consists of the replacement of the existing 54-inch sanitary sewer force main with a 60-inch force main. The new pipe will run underneath Norris Cut between Fisher Island and the Miami-Dade Water and Sewer Department’s Central District Wastewater Treatment Plant located on Virginia Key in the City of Miami. She oversaw the preparation of a fact sheet for the project’s Kick-Off meeting and continues to be the day to day public information contact until completion in 2016.

City of Miami Beach Public Information Contract, Miami-Dade County, FL – As part of its 3-year Capital Improvement Program (CIP), MRG was contracted by the City of Miami Beach to provide public information services on the Right of Way and Facilities Construction contract, which involves more than 200 CIP projects. Mrs. Gonzalez oversees MRG staff responsible for the day-to-day activities on this project including effectively communicating construction information to the residents of Miami Beach. She also provides QA/QC services on all collaterals produced by MRG.

City of Miami Beach Public Information Contract, Miami-Dade County, FL – As part of its 3-year Capital Improvement Program (CIP), MRG was contracted by the City of Miami Beach to provide public information services on the Right of Way and Facilities Construction contract, which involves more than 200 CIP projects. Mrs. Gonzalez oversees MRG staff responsible for the day-to-day activities on this project including effectively communicating construction information to the residents of Miami Beach. She also provides QA/QC services on all collaterals produced by MRG.

MDWASD Government Cut Utility Relocations Projects Design Build, CMIT, Miami-Dade County, FL – Mrs. Gonzalez was in charge of the public involvement for all these projects as a Department liaison to project managers, Department Public Affairs Manager Adriana Lamar and Isaac Gutierrez. She attended all progress meetings and worked daily on public involvement strategies and notifications as necessary. She prepared a Community Awareness Plan (CAP) and fact sheet for the project. In Spring 2012, Mrs. Gonzalez also began working with the Department on the Emergency 60-inch Force Main Installation project in the City of Miami Beach. She attended several City of Miami Beach and other key stakeholder meetings. She also coordinated and executed a community meeting in June 2012 and reviewed and finalized project fact sheets and display boards. She continued to serve as the day to day public information contact through summer 2013, upon completion of the Emergency Contract.

City of Miami Beach SR 907/ Alton Road from South of 43 Street to East of Allison Road, Miami-Dade County, FL – This roadway reconstruction projects runs along SR 907/ Alton Road from 43 Street to East of Allison Road. The numerous design activities include roadway reconstruction, drainage, upgrading bicycle facilities and sidewalks, American with Disabilities Act (ADA) Compliance, installing lighting and signage.

Availability and Years of Experience

- % of time assigned to this project: 75%
- # of years with firm: 18
- # of years with other firms: 6

Education/Active Registration

- Bachelor of Science, University of University of Florida

Pertinent Training, Skills, and Qualifications

- 24 years of public involvement experience, specifically with transportation projects in Miami-Dade and Broward counties
- Expertise with media placement in local, national and international press for clients such as MDWASD, FDOT, South Florida Water Management District, Broward County and several private clients
- Bilingual (English/Spanish)



Jeanette Gorgas

Sr. Public Information Officer

Relevant Experience

City of Miami/Miami-Dade Water and Sewer Department Design-Build Services for Replacement of Water Mains and Service Conversions in the Shenandoah Area (Phase A), Miami-Dade County, FL – Mrs. Gorgas served as the Sr. Public Information officer for this project. As the PIO lead, she was responsible for communicating construction information to the residents of the City of Miami and the Shenandoah Community. Her public involvement efforts included developing project-related informational materials (bilingual project fact sheet, construction alerts and e-blasts), coordinating emergency communications, planning, organizing and attending special events and meetings to ensure that the affected stakeholders are kept informed of any project updates or construction developments.

City of Miami Beach, Public Works Department, Sanitary Sewer Rehabilitation Project (SSES), Miami-Dade County, FL – Mrs. Gorgas served as the day-to-day lead Public Information Liaison for this project and was responsible for communicating construction information to the residents of the area. Other tasks included Project Progress Meetings with the Contractor and City Staff, resident and HOA meeting coordination and development of project materials (construction advisories, e-blasts and project updates).

Central Bayshore South Neighborhood Improvement Project, Miami-Dade County, FL – MRG is responsible for handling the public information efforts for this project including, public meeting coordination, fact sheet development, updates and advisories as well as project website updates. Most recently, MRG helped coordinate an open house to explain and receive feedback regarding the resources and beneficial tools available to communities impacted by roadway elevation and sea level rise. Mrs. Gorgas is the Public Involvement Liaison and leads all the public outreach efforts.

City of Miami Beach Public Information Contract, Miami-Dade County, FL – As part of its 3-year Capital Improvement Program (CIP), MRG was contracted by the City of Miami Beach to provide public information services on the Right of Way and Facilities Construction contract, which involves more than 200 CIP projects. Mrs. Gorgas serves as a Public Information Liaison for this project, which included the City of Miami Beach Parkview Island Right of Way Neighborhood Improvements (73 Street, Wayne Avenue, Michael Street, Gary Avenue, Bruce Street and Raymond Street).

City of Miami Beach SR 907/ Alton Road from South of 43 Street to East of Allison Road, Miami-Dade County, FL – This roadway reconstruction projects runs along SR 907/ Alton Road from 43 Street to East of Allison Road. The numerous design activities include roadway reconstruction, drainage, upgrading bicycle facilities and sidewalks, American with Disabilities Act (ADA) Compliance, installing lighting, signing and pavement markings, upgrading signalization and landscaping design. MRG serves as Public Involvement Consultant on this contract and all public outreach efforts are being led by lead PIO, Jeanette Gorgas, including the design and development of a project fact and coordination and distribution of project advisories (door hangers, fliers and alerts), attending project coordination meetings with City Staff, one on one briefings with City Commissioners and or Commission Aides, attending HOA meetings, and project briefings/construction coordination meetings with Mount Sinai, a key stakeholder along this corridor.

Availability and Years of Experience

- % of time assigned to this project: 75%
- # of years with firm: 4
- # of years with other firms: 15

Education/Active Registration

- Bachelor of Science, Barry University
- Associates of Arts, Communication, Miami-Dade Community College

Pertinent Training, Skills, and Qualifications

- Successfully led PI efforts for more than four City of Miami Beach projects
- Extensive PI, public relations, mass communication and media coordination experience
- Strong background in broadcast journalism
- Widespread news reporting and media coordination experience on various traffic operations, design and construction projects
- Bilingual (English /Spanish)