



Monterey Peninsula Regional Park District  
Post Office Box 223340  
Carmel, CA 93922

## **Contract for Services – Amendment (#201819-300-05)**

The Agreement originally made and effective as of April 18, 2019 between the Monterey Peninsula Regional Park DISTRICT, a special DISTRICT sub-division of the State of California, herein referred to as "DISTRICT", and Design Workshop, herein referred to as "CONSULTANT", is hereby amended and agreed to by both CONSULTANT and DISTRICT as follows:

### **II. SERVICES**

**CONSULTANT shall perform the tasks described as set forth and amended in Exhibit A, to include holding and attending additional meetings, drafting documents, making Board presentations, and assisting with permit processing.**

### **V. PAYMENT**

**(a) The DISTRICT agrees to pay CONSULTANT up to Fifty-Seven Thousand, Four Hundred dollars (\$57,400.00) for the Services identified in Exhibit A, in addition to the previously awarded amount (\$12,500.00). The new contract amount shall not exceed Sixty-Nine Thousand, Nine Hundred dollars (\$69,900.00) for the total term of the Agreement, unless additional payment is approved as provided in the Agreement. Invoices will continue to be paid monthly, in accordance with the payment rates and terms as previously set forth, based upon actual time spent on the identified. All other terms of the Agreement remain in effect.**

IN WITNESS THEREOF, the parties hereto have caused this Amendment to be executed the day and year last written below.

MONTEREY PENINSULA REGIONAL  
PARK DISTRICT

CONSULTANT

By: \_\_\_\_\_  
**Kelly Sorenson**                      **Date**  
**President**

By: \_\_\_\_\_  
**Steve Noll**                              **Date**  
**Principal**

# EXHIBIT A - Proposal

## PROJECT DESCRIPTION

The Monterey Peninsula Regional Park District (MPRPD) is moving forward with site improvements for Palo Corona Regional Park. This effort is focused on creating a wayfinding-signage master plan for the Rancho Canada and Front Ranch Units of Palo Corona Regional Park that can also be extended into the Palo Corona back country unit. The scope of work to be performed by Design Workshop (DW) in connection with this agreement is as follows:

## SCOPE OF SERVICES

The scope of services anticipated for completing a Wayfinding-Signage Master Plan is based on the preliminary scope of work provided by MPRPD as part of the on-call services contract. Design Workshop will provide wayfinding, program analysis and design services that will provide MPRPD with a signage master plan that provides consistency in a hierarchy of anticipated sign types, locations and functions. We understand the final document will provide the standards and specifications for implementing a variety of signs when the need arises. This includes but not limited to:

- Welcome and Identification signs and monumentation
- Vehicle directional signage along Carmel Valley Road including transit information and within the park for ingress and egress.
- Vehicular Wayfinding signs on site to include parks and recreational area, facilities and trailheads
- Trail and Trailhead Signage (shared-use paths, single-use paths and trail wayfinding signs)
- Informational Kiosks and “Know Before You Go” signs
- Recognition of future Interpretive/ Educational signs
- Jurisdictional, regulatory information, current events and public health and safety notices
- Concessionaire Wayfinding Signage

### **Task 1 - Strategic Project Kick-off meeting and Phone Conversations (IN-PROGRESS)**

Design Workshop will facilitate a “strategic kick-off” meeting the MPRPD staff to establish a clear set of goals & objectives for the project including confirmation of the project scope, schedule and budget. We will also have conversations with the architects for Project A (conversion of golf cart barn) and Project B (pre manufactured restroom building and support site improvements) at their offices to gain a better understanding of the program and the type of way-finding and branding appropriate for their project as well as with Monterey County Roads division to understand requirements for new signage along Carmel Valley Road.

*The following products will be prepared/delivered:*

1. Meeting minutes from the “strategic kick-off” meeting and conversations with architects.

### **Task 2 - Meeting with Staff, Stakeholders and Site Visit**

We will facilitate a work session with the MPRPD and Stakeholders to discuss the overall wayfinding strategy for Palo Corona as well as adjacent agencies and organizations to develop a framework that is compatible to provide a seamless wayfinding and directional signage program across jurisdiction and properties. This will include aspects such as interpretation, regulatory information, current events or warnings, etc. The meeting will be followed by two days of site visits where we will undertake a tour with staff to gain a greater understanding of the important elements

to highlight as part of this process. This will include MPRPD parks and facilities and neighboring agencies and organizations, as recommended by MPRPD.

The following will be the core stakeholder group:

- California State Parks
- Big Sur Land Trust
- Santa Lucia Conservancy
- Santa Lucia Preserve
- Cal Fire
- Wedgewood Concessionaires

*The following products will be prepared/delivered:*

1. Base mapping and information use at meeting
2. Summary of meeting and site visit
3. Summary of existing signage

### **Task 3 - Draft Sign Plan Alternatives**

Based on the site visit with the MPRPD and Stakeholders, we will develop three conceptual draft signage design packages. Each alternative will:

- Establish a logical hierarchy for future signage and wayfinding elements as well as proposed messages.
- Determine the function and location of each proposed sign or wayfinding element.
- Provide a realistic visual image of how the signs will look and messaging concepts.
- Establish a preliminary range of costs.

*The following products will be prepared/delivered:*

1. Three conceptual alternatives for signs
2. Preliminary Costs

### **Task 4 - Meeting with Staff, Stakeholders, County and Carmel Valley Road Committee**

We will facilitate a meeting with the MPRPD and Stakeholders to review the alternatives. For the meeting, we will make full sized mock ups of selected signs to check for scale and visibility. Since part of the wayfinding includes directional signage along Carmel Valley Road, we will facilitate a meeting with the County and the Carmel Valley Road Committee to present the sign alternatives and locations for new signage along Carmel Valley Road. A preferred alternative will be developed.

*The following products will be prepared/delivered:*

1. Full size mock ups for select signs
2. Summary of meetings

### **Task 5 – Revise Draft Sign Plan Alternatives**

Following the meetings with the MPRPD staff, stakeholders and the County, we will adjust the alternatives and submit to MPRPD staff for review and comment. A meeting or phone conversation will occur to develop preferred alternative.

*The following products will be prepared/delivered:*

1. summary review of pros and cons to three alternatives based on staff and stakeholder input
2. Preferred alternative

### **Task 6 – Preferred Sign Design Package Alternative**

Following meeting with the MPRPD staff, we will establish a preferred sign design package for presentation to MPRPD Board. This will include a summary of the workshop and how decisions were made to arrive at the preferred alternative.

*The following products will be prepared/delivered:*

1. Preferred signage program
2. Revised implementation costs and schedule

### **Task 7 – Presentation to MPRPD Board**

This includes the preparation of materials and facilitating a presentation to the MPRPD Board. The presentation will include the preferred sign design package and updated implementation cost and schedule. This will be noticed as a regular Board meeting where public can comment on the alternatives.

*The following products will be prepared/delivered:*

1. Presentation and materials for Board meeting
2. Summary of meeting

### **Task 8 – Develop Final Draft Sign Document**

Using input from the Board we will prepare a draft final sign package that clearly illustrates the design concepts with accurate graphic illustrations that are scaled and proportioned appropriately and includes the necessary specifications (including color, materials, text type and size) so that a sign fabricator can provide shop drawings to the MPRPD upon request.

*The following products will be prepared/delivered:*

1. Draft Document to include the following:
  - Purpose of Branding & Wayfinding
  - Existing Sign Inventory
  - Signage Style Guidelines
  - Color Palette Themes
  - Monument Signs
  - Vehicular Directional Signs
  - Entry Kiosk Signs
  - Pedestrian Informational & Directional Signs
  - Cost range for sign types

### **Task 9 – Meeting with MPRPD Staff**

This will be a work session with staff to review the draft document and identify changes and modifications needed prior to finalizing the document.

*The following products will be prepared/delivered:*

1. Summary of meetings and suggested changes

### **Task 10 – Final Sign Design Package**

Based on feedback from the meeting(s), we will make the necessary changes to the final document. We will provide the MPRPD with six (6) hard copies and one digital copy in a format acceptable to the MPRPD for reproduction purposes by MPRPD staff.

*The following products will be prepared/delivered:*

1. Final Document

### **Task 11 – County Permit Application**

This includes the information required to obtain a permit for installing two signs along Carmel Valley Road (one in each direction) informing park visitors when they are approaching the park and the types of facilities that are provided. Fees will be paid by MPRPD.

*The following products will be prepared/delivered:*

1. Final application for sign permits on Camel Valley Road

**PROJECT SCHEDULE.**

Once we receive a signed copy of the proposal we will commence work immediately.

**YOUR INVESTMENT**

The fees are as follows:

Task 1	Strategic Project Kick-off meeting and Phone Conversations	\$ 6,000.00
Task 2	Meeting with MPRPD Staff and Stakeholders	\$ 5,200.00
Task 3	Draft Sign Plan Alternatives	\$ 9,700.00
Task 4	Meeting with Staff and Stakeholders, County	\$ 2,900.00
Task 5	Revise Draft Sign Plan Alternatives	\$ 12,900.00
Task 6	Preferred Sign Design Package Alternative	\$ 5,900.00
Task 7	Presentation to MPRPD Board	\$ 1,400.00
Task 8	Develop Draft Final Sign Document	\$ 10,100.00
Task 9	Meeting with MPRPD Staff	\$ 2,700.00
Task 10	Final Sign Design Document	\$ 5,900.00
Task 11	Permit Application to Monterey County	\$ 1,900.00

Total Task 1 (Completed)	\$, 6,000.00
Total Tasks 2-11 (labor only)	\$58,600.00

1. Reimbursable Expenses

In addition to our fees and services, we charge for project expenses incurred on your behalf. These typically include such items as travel, photography, telephone charges, video conferencing and reproduction. We invoice these expenses at cost and estimate the budget for this to be \$5,300.00

**ACCEPTANCE:** If this contract meets with your approval, please sign below and return one (1) copy for our file.

**DESIGN WORKSHOP, INC.**



Title: Principal

Date: July 29, 2019

**APPROVED BY CLIENT:**

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

Date: \_\_\_\_\_

Title: \_\_\_\_\_