

CULVER CITY GENERAL PLAN COST ESTIMATE

	INTERFACE STUDIO					STOSS					HERE LA				BARRY MILLER		STRATEGIC ECONOMICS					ESTELANO LESAR ADVISORS					KATZ & ASSOCIATES				FEHR & PEERS					SHERWOOD ENGINEERS				CIRCLEPOINT						LUDLOW KINGSLEY				
	Lead Consultant					Landscape Architecture					Urban Design, Planning, Engagement				General Plan Expertise / Housing		Economics & Marketing Strategy					Planning, Equity, Economic Development					Engagement / IAP2 Facilitation				Mobility, Transportation					Engineering, Water & Ecology				Environmental, Health Planning, CEQA						Branding, Web Design		Fee per Task		
TITLE	Principal / Project Manager	Principal	Associate	Designer		Principal	Studio Director	Staff	Staff 2		Principal	Designer I	Designer II		Principal		Principal	Sr. Associate	Associate	Analyst		Co-CEO	Principal	Director	Sr. Associate	Associate	Research Analyst		Lead Facilitator	Program Manager	Program Support		Principal	Associate	Sr. Engineer/ Planner	Engineer/ Planner	Graphics/ Support		Principal	Sr PM	Staff		Principal, John Cook	PM, Alex Castana	Associate Planner	Assistant Planner	Michael Baker Int'l		Principal	
HOURLY RATE	\$140	\$120	\$110	\$85		\$305	\$150	\$120	\$115		\$175	\$125	\$80		\$135		\$310	\$170	\$120	\$95		\$290	\$230	\$185	\$175	\$145	\$90		\$280	\$185	\$135		\$275	\$195	\$165	\$135	\$135		\$160	\$147	\$125		\$250	\$155	\$100	\$90	\$150		\$180	
TASK 1: PROJECT MANAGEMENT & GETTING STARTED					Hours	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Hours	Cost	Hours	Cost	Hours	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Cost		
Task 1.1: ESTABLISH A INTERNAL COMMUNICATION PLAN		4		8	\$ 1,440				\$ -				\$ -	\$ -		\$ -				\$ -					\$ -			\$ -				\$ -				\$ -				\$ -			\$ -	\$ -	\$ 1,440					
Task 1.2: COORDINATION MEETINGS		288		144	24 \$ 58,200	18	36	36	4 \$ 15,670	60			\$ 10,500	4 \$ 540	2	6	0	0	0 \$ 1,640	4	20	20			60 \$ 14,860	6	30	42	\$ 12,180	22		22		\$ 9,680	2	8	8	\$ 2,496	24	24			\$ 9,720	\$ -	\$ 123,306					
Task 1.3: INVENTORY WISHLIST		4		16	16 \$ 3,680		4	4	- \$ 1,080				\$ -		4	\$ 540	0	0	1	0 \$ 120			2			16 \$ 1,900				\$ -				\$ -			2	\$ 250			\$ -	\$ -	\$ 7,570							
Task 1.4: GENERAL PLAN CHECKLIST		8		8	\$ 2,000	-	-	-	\$ -				\$ -	16	\$ 2,160					\$ -					\$ -				\$ -				\$ -				\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,160								
Task 1.5: DEVELOP A PUBLIC PARTICIPATION PLAN		32	4	24	8 \$ 8,280	2	12	12	12 \$ 5,230	18			32 \$ 5,710	2	\$ 270					\$ -					\$ -		10	10		\$ 4,250				\$ -				\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19,490							
Task 1.6: ESTABLISH GRAPHIC STANDARDS AND INITIAL MARKETING MATERIALS		8	8	80	\$ 17,680				20		16	40	24 \$ 9,720	\$ -						\$ -					\$ -				\$ -				\$ -				\$ -				\$ -	\$ -	\$ 10,000	\$ 39,800						
Total Hours	344	12		128		20	52		16		94	40	56		26		2	6		-		4	22			76		16	40	42		22	-			-		2	8	10		24	24							
Task 1 Cost Estimate					\$ 91,280				\$ 24,380				\$ 25,930	\$ 3,510		\$ 1,700					\$ 16,760					\$ 16,430				\$ 9,680				\$ 2,746				\$ 9,720	\$ 10,000	\$ 212,196										
TASK 2: PUBLIC ENGAGEMENT					Hours	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Hours	Cost	Hours	Cost	Hours	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Cost		
Task 2.1: ONE ON ONE STAKEHOLDER INTERVIEWS		40		40	\$ 10,000				\$ -				\$ -	\$ -	4	8	8	0	\$ 3,560						\$ -				\$ -				\$ -				\$ -				\$ -	\$ -	\$ 13,560							
Task 2.2: CITY COUNCIL ENGAGEMENT / GPAC FACILITATION		60		60	\$ 15,000	-	6	6	- \$ 1,620				\$ -	16	\$ 2,160	20	8	0	0 \$ 7,560						\$ -	144	12	90	\$ 51,570	44		44		11	\$ 20,845				\$ -	\$ -	\$ 47,185									
Task 2.3: STUDY AREA TOURS		8		12	\$ 2,440	4	4	4	- \$ 2,300				\$ -	4	\$ 540	4	4	0	0 \$ 1,920						\$ -				\$ -				\$ -			4	4	\$ 760			\$ -	\$ -	\$ 7,960							
Task 2.4: COMMUNITY SURVEY		8	4	24	40 \$ 7,640			4	- \$ 480				\$ -	\$ -	0	1	0	0 \$ 170						\$ -				\$ -				\$ -				\$ -				\$ -	\$ -	\$ 8,290								
Task 2.5: COLLABORATIVE MAP		4		16	32 \$ 5,040				\$ -				\$ -	\$ -					\$ -					\$ -		24	24	\$ 7,200					\$ -				\$ -	\$ -	\$ 5,040											
Task 2.6: ROVING OPEN HOUSES		40	24	160	160 \$ 39,680	6	24	24	12 \$ 9,690	24	60	60	\$ 16,500	\$ -					\$ -					\$ -	12	12	12	\$ 6,720					\$ -				\$ -	\$ -	\$ 65,870											
Task 2.7: NEIGHBORLY ROUNDTABLES / MEETINGS IN A BOX		16		40	80 \$ 13,440				\$ -				\$ -	4	\$ 540					\$ -					\$ -				\$ -				\$ -				\$ -	\$ -	\$ 13,980											
Task 2.8: ONLINE ENGAGEMENT		16		24	40 \$ 6,280				\$ -				\$ -	\$ -						\$ -					\$ -				\$ -				\$ -				\$ -	\$ -	\$ 70,000	\$ 78,280										
Task 2.9: FUN IN THE GREAT OUTDOORS		24	8	40	80 \$ 15,520	2	12	12	12 \$ 5,230	152	100	176	\$ 53,180	\$ -					\$ -					\$ -				\$ -				\$ -				\$ -	\$ -	\$ -	\$ -	\$ -	\$ 73,930									
Task 2.10: FOCUS GROUPS		80		80	\$ 20,000			12	12 - \$ 3,240				\$ -	4	\$ 540	10	10			\$ 4,800						\$ -				\$ -		18	36	\$ 7,830			\$ -		4	4	\$ 760			\$ -	\$ -	\$ 29,340				
Task 2.11: PUBLIC INVOLVEMENT ANALYSIS / SUMMARIZING THE THEMES		16	4	40	24 \$ 9,160		8	8	- \$ 2,160				\$ -	\$ -					\$ -					\$ -				\$ -				\$ -			18	36	\$ 7,830			\$ -	2	4	12	\$ 1,660			\$ -	\$ -	\$ 12,980	
Total Hours	312	40	536	456		12	66	70	24		176	160	236		28		38	31	8	-		-	-	-	-	-	-	156	66	162		44	-	44	-	11		2	12	20		-	-							
Task 2 Cost Estimate					\$ 146,200				\$ 24,720				\$ 69,680	\$ 3,780		\$ 18,010					\$ -					\$ -				\$ 73,320				\$ 20,845			\$ 3,180			\$ 70,000	\$ 429,735									
TASK 3: INVENTORY & TECHNICAL ANALYSIS					Hours	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Hours	Cost	Hours	Cost	Hours	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Hours	Hours	Hours	Cost	Cost		
Task 3.1: GATHER & SUMMARIZE EXISTING PLANS & PROPOSALS		4		16	32 \$ 5,040	2	10	20	12 \$ 5,890				\$ -	\$ -	0	2	10	0	\$ 1,540						16	20	\$ 5,040				\$ -				\$ -		6	10	\$ 1,460			\$ -	\$ -	\$ 18,970						
Task 3.2: EMERGING TRENDS INSPIRATION BOOK		16		32	32 \$ 8,480	2	10	20	12 \$ 5,890				\$ -	\$ -	1	4	16	0	\$ 2,910	2	4				16	20	\$ 5,620				\$ -				\$ -	2	8	22	\$ 2,900			\$ -	\$ -	\$ 25,800						
Task 3.3: DIGESTING EXISTING DATA		16		120	240 \$ 35,840	2	10	20	12 \$ 5,890				\$ -	\$ -	0	4	6	2	\$ 1,590		8				16	16	80	\$ 14,160				\$ -				\$ -	2	8	28	\$ 3,380			\$ -	\$ -	\$ 60,860					
Task 3.4: MARKET & FISCAL ANALYSIS		16		16	16 \$ 5,360	-	-	-	\$ -				\$ -	24	\$ 3,240	20	120	240	120 \$ 66,800							\$ -				\$ -				\$ -				\$ -				\$ -	\$ -	\$ 75,400						
Task 3.5: MOBILITY ANALYSIS		8		8	16 \$ 3,360	-	-	-	\$ -				\$ -	\$ -					\$ -						\$ -				\$ -		24	20	44	60	41	\$ 31,395		2	6	\$ 700			\$ -	\$ -	\$ 35,455					
Task 3.6: TECHNOLOGY, INFRASTRUCTURE & UTILITY CONDITIONS		16		40	16 \$ 8,000	2	10	20	- \$ 4,510				\$ -	\$ -					\$ -						\$ -				\$ -				\$ -		6	12	120	\$ 11,700			\$ -	\$ -	\$ 24,210							
Task 3.7: OPEN SPACE ANALYSIS & ENVIRONMENTAL ANALYSIS		8		8	16 \$ 3,360	15	80	120	120 \$ 44,775				\$ -	2	\$ 270				\$ -						\$ -				\$ -				\$ -		6	18	\$ 2,100		4	12	16	22	698</							