



December 2, 2015

Jay Ingram, Parks and Recreation Director
Town of Moraga
2100 Donald Drive
Moraga CA 94556

Subject: Revised Proposal to Prepare a Trail Map and Geo-rectified PDF of Moraga's Trails

Dear Jay:

Please accept the attached submittal as PlaceWorks' revised proposal to prepare a trail map and geo-rectified PDF of Moraga's Trails for the Town of Moraga. For this project, we propose teaming with Trailhead Labs, a firm that specializes in innovative technology to get people outdoors.

Understanding of the Project

We understand that the Town would like to create a hard copy map similar to the Lafayette Recreational Trails map, revised in January 2014. This map would be a double-sided, color 11x17 inch print with a graphic map of existing and proposed trails. It would include trail regulations and general information on one side, descriptions of existing trails on the backside. Text for the existing trail descriptions will be pulled from the Moraga Area Trails Guidebook 2013.

There is also a desire to have a PDF map that is smart phone compatible (though not necessarily interactive), and accessible on the Town's website. There is growing interest in mobile pages and mobile apps to provide public trail information. These sites and applications can be simple or complex and relatively inexpensive to quite costly depending on the data, interactivity, software and hardware needs.

We have reviewed your GIS data and followed up with Happy Pixel Studio, the firm that designed the Town's website, in order to understand what data you have and may need to collect or have collected, as well as what functionality you currently have available on your website to address compatibility concerns. Based on the discussion with the Park and Recreation Commission on November 17, 2015, we understand that there is concern over the accuracy of the Town's GIS data and that the Commission would like to have different approaches to gathering or verifying the data. The Park and Recreation Commission also requested options to engage the public in the process and the scope has been modified to provide this additional scope.

We have developed the following scope to provide a range of options that include a quality, printed trails map and a geo-rectified PDF with field verification of trail alignments, public involvement, and some level of interactivity with the map.

Scope of Work

The following is a draft scope of work to provide the above products. The scope does not include providing field assessment, maintenance recommendations, or designing trail signage other than the trail map; however, should any of these services or other modifications to the scope be desired, we would be happy to discuss to better meet your needs.

KICK OFF MEETING

PlaceWorks and Trailhead Labs will attend a kick-off meeting to initiate the project with Town staff. During the kick-off meeting, we will review the GIS trail data and confirm which trails are to be included, identify areas of concern, discuss data platforms, mapping needs and graphic standards/look, product reviews, communication protocols, and budget. Project schedule will be confirmed as will scope.

Deliverable:

- Sign-in sheet and meeting summary

DATA COLLECTION, FIELD VERIFICATION, DATA REVIEW AND REFINEMENT

Four options for data collection are provided. All assume roughly 34 miles of existing and proposed trails; additional budget and/or effort would be needed if trail mileage increases. Field collection is assumed to include linear location data collection but not point data (sign locations, erosion or entrenchment, benches, etc). Review of easements or property is not included in this scope of work.

Option 1: PlaceWorks will conduct field verification of Town trail alignments. Spatial data of trail alignments and staging area locations will be collected using handheld GPS units and related software. PlaceWorks will refine the GIS data and create a finalized data set to be used for mapping. An allowance has been made to clean the data post-field collection. A refined data set will be provided to the Town.

Deliverable:

- GIS data set, provided by email

Option 2: The PlaceWorks Team will contact up to three local trail users and trail groups identified by the Town to assist in data collection. Instructions for data collection will be provided by email and a meeting to discuss the process with the collectors or their representatives will be facilitated. The OuterSpatial platform will be used to gather the data. Once data has been collected, a joint meeting with Town staff and Park and Recreation Commissioners will review the data and identify areas that need additional field verification. PlaceWorks will refine the GIS data and create a finalized data set to be used for mapping. An allowance has been made to correct the data. A refined data set will be provided to the Town.

Deliverable:

- GIS data set, provided by email

Option 3: PlaceWorks will organize a community data collection process organized around two weekend events. Notices will be provided to the Town to mail and post on the Town's website and email versions will be sent to Park and Recreation Commissioners and Town identified individuals. PlaceWorks will refine the community gathered GIS data in comparison to the Town's original data and create a finalized data set to be used for mapping. An allowance has been made to correct the data. A refined data set will be provided to the Town.

Deliverable:

- GIS data set, provided by email

Option 4: The Town organizes a community data collection process and provides PlaceWorks with GIS data. PlaceWorks will refine the GIS data in comparison to the Town's original data and create a finalized data set to be used for mapping. An allowance has been made to correct the data. A refined data set will be provided to the Town.

Deliverable:

- GIS data set, provided by email

OUTSIDE AGENCY DATA COORDINATION

The PlaceWorks Team will reach out to Lafayette, Orinda, EBMUD, and EBRPD to request their adjacent trail data so that it can be shown on the trail map. PlaceWorks will add this GIS data to the Town's data and create a finalized data set to be used for mapping. An allowance has been made to align the data and create a geodatabase of trail information. A refined data set will be provided to the Town.

Deliverable:

- GIS data set of other jurisdictions' trails, provided by email

DRAFT MAP LAYOUT

PlaceWorks will create a draft Town of Moraga Trail Map showing existing and proposed trails as a double-sided 11x17 inch map. A draft map will be provided to the Town as a PDF for review.

Deliverable:

- Draft Town of Moraga Trail Map, provided by email (PDF)

REVIEW MEETING WITH TOWN STAFF

PlaceWorks will meet with the Town to review the draft and consolidated Town review comments to confirm direction and edits for the Revised Draft Map.

Deliverable:

- Summary of meeting including Draft Town of Moraga Trail Map with annotated edits, provided by email (PDF)

REVISED DRAFT MAP LAYOUT

Based on comments and direction from the Review Meeting, PlaceWorks will create a revised draft Town of Moraga. A revised draft map will be provided to the Town as a PDF for review.

Deliverable:

- Revised Draft Town of Moraga Trail Map, provided by email (PDF)

FINAL MAP AND GEO-RECTIFIED PDF

PlaceWorks will hold a conference call with Town staff to review the Revised Draft Map and discuss any minor edits needed prior to finalizing the map for print. Based on the call, PlaceWorks will finalize the map, provide the City with a PDF, and have 500 color hard-copies printed on 32# or similar matte paper and provided to the City.

PlaceWorks will provide Trailhead Labs with the final map PDF and Trailhead Labs will geo-rectify the map and subsequently make it available in any number of existing apps; this will provide the public with numerous options to access the information. Trailhead Labs will provide simple instruction language that can be put on the Town's existing website describing the few steps needed for the public to load and use the geo-rectified PDF.

Deliverable(s):

- Final Trail Map, provided by email (PDF)
- Final Trail Map, 500 color 11x17 hard copies
- Geo-Rectified Map, provided by email (PDF)

STANDALONE INTERACTIVE MAP

PlaceWorks will provide GIS files to Trailhead Labs who will convert the data to OpenTrails and import the data into OuterSpatial, an open data platform used by numerous park agencies including NPS and others. Additional information on OuterSpatial is included at the end of this proposal. Trailhead Labs will generate a trailhead data layer and deploy a standalone interactive map that allows the public to interactively zoom, pan, search, query the map and then plan trips to their destinations. The platform also allows the public to generate a series of curated hikes, rides, walks, etc. with descriptions and photos. The Town will have access to the platform to make updates to trails, add photos, notifications



(events, closures, etc.). All data is web-based. The interactive map can then easily be embedded into the Town's website or partner sites. (See the Santa Clara County Parks and Recreation map on <http://www.outerspatial.com/organizations/santa-clara-county-parks-and-recreation/embed> for an example.)

Access to OuterSpatial is typically an annual subscription, but Trailhead Labs is happy to just do this as a one-time cost. The Town can revisit with Trailhead labs at the end of the year to decide if they would like to continue with this service.

Deliverable(s):

- Standalone Interactive Map of Moraga Trails via OuterSpatial

COMMUNITY HIKE EVENT

To highlight the Town's efforts, PlaceWorks will organize a community hike event with Park and Recreation Commissioners, Town Council Members, and the public. PlaceWorks will prepare a 3' by 6' banner to be printed to advertise the event; four copies of the banner will be provided to the Town to hang; a printed notice will be provided by PDF to the Town to post on its website, email to distribution lists, and/or print and mail. Three PlaceWorks staff and one Trailhead Labs staff will participate in order to assist with the event and help advertise the new trail map. If the standalone interactive map is selected as part of the scope of work, the hike would include a quick lesson on using the online map; if the standalone interactive map is not included, the hike would include an overview of the map and its information. Water and light refreshments would be provided.

Deliverable(s):

- Notice of event for Town to post on website and distribute (PDF)
- Four 3'x6' vinyl banners for Town to hang to advertise event
- Summary of hike event (PDF) and images of hike event (JPGs)

Proposed Schedule

As proposed, we believe this work, assuming Option 1 for the data collection is chosen, could be completed within three months of receiving a Notice to Proceed, weather permitting. All other options for data collection would require additional time. Should additional meetings or any presentations to the Park and Recreation Commission or Town Council be needed, the schedule would need to be adjusted to meet those calendared items. Ideal time to complete the trail map PDF would be March or April 2016 to maximize usability by the public.

Cost Estimate

The following table summarizes the cost for the scope of work described above.

Table 2. Cost Estimate

TASK	COST
Kick-off Meeting	\$1,995
Data Collection, Field Verification, Data Review and Refinement	Option 1 \$6,950
	Option 2 \$11,020
	Option 3 \$19,300
	Option 4 \$4,520
Outside Agency Data Coordination (Optional)	\$2,660
Draft Map Layout	\$3,270
Review Meeting with Town Staff	\$960
Revised Draft Map Layout	\$2,110
Final Map and Geo-Rectified PDF	\$2,330
Standalone Interactive Map (Optional - yearly subscription required after first year of ~\$1000 not included)	\$2,120
Community Hike Event (Optional)	\$6,540
Expenses	\$4,015
GRAND TOTAL	VARIES

Cost will be finalized based on direction for approaches to data collection and what optional tasks are included.

Acknowledgement

This proposal shall remain valid for a period of 90 days from the time of submittal. The attached Service Authorization, which includes our General Terms of Consulting Agreement, is a part of this proposal. If the contents of this Proposal and Agreement are satisfactory, please indicate your approval by signing the Service Authorization and sending it to our Corporate office. As a Principal, I am authorized to bind PlaceWorks and the project team to the contents of this proposal.

We look forward to working with you to bring about the successful completion of this project. If you have any questions regarding the contents of this proposal, please feel free to contact me or Melissa Erikson.

Respectfully submitted,

PlaceWorks



Isabelle Minn
Principal

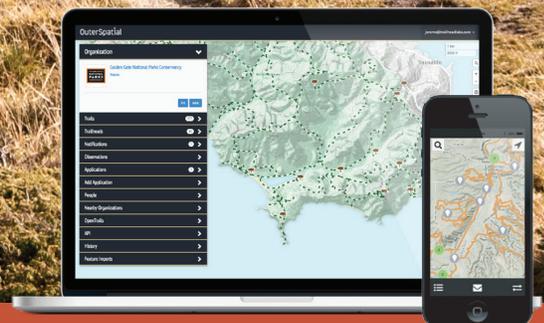
OuterSpatial

Getting Outside Begins Online

An open data platform designed specifically for park agencies, nonprofits, outdoor companies, and developers to take advantage of the most innovative web and mobile technology.

Brought to you by:

<hiker/> Trailhead Labs





Manage

A sophisticated tool for managing your outdoor parks and recreation data online.

Add photos and notifications to your outdoor data.

Update your data through an easy-to-use, non-technical web interface.

See your data alongside other local agencies.



Create

Beautiful interactive maps for your website and tools to easily build you own apps.

Easily embed awesome interactive maps into your website.

Create your own agency branded application in just a few clicks.

Partner with others and create branded local, regional or statewide apps.



Publish

Powerful publishing tools to get agency data into the hands of visitors.

Gain control of your data and its appearance across many maps and apps.

Publish your notifications, photos, and events across the web.

Gain insight into how your visitors are engaging with your park data online.



Learn & Engage

Learn about and increase engagement with visitors. Generate detailed visitors reports.

Offer digital challenges and incentive programs that bring more people to your park.

Allow your visitors to map trails, photograph wildlife, locate vistas and contribute back.

Deepen your understanding of and engagement with powerful visitation metrics.

Nuts & Bolts

We take care of the maintenance and infrastructure so you can have the latest innovative maps that look great on the web and mobile devices.

Open Data & Openspace

OuterSpatial proudly supports open source and open standards for outdoor data. It is the first and only platform to support OpenTrails, the open data standard for trails, established in part by Code for America.

Developers

OuterSpatial is the foundation for your next outdoor application. Start with an existing application or create your own. We take care of nuts and bolts so you can focus on building the best app to get people outside!

Who is using it?

U.S. Forest Service, National Parks Service, County of Santa Clara, Golden Gate National Parks Conservancy, Yosemite, REI, Portland Intertwine Alliance, Sonoma County Transit and many more.

