



## **FERNDALE DDA BOARD OF DIRECTORS MEETING MAY 10, 2018**

### **8:00 A.M. Board Meeting**

Ferndale City Hall; Council Chambers  
300 E. Nine Mile Rd., Ferndale, MI

### **AGENDA**

- I. Call to Order
  - A. Roll Call
  - B. Dismissals
  - C. Consideration of Agenda
  - D. Consideration of Minutes: April 2018
- II. Consent Agenda
  - A. Staff Report
  - B. Park Ferndale - Parking Permits
  - C. Financial Statement
- III. Community Reports
  - A. Chamber of Commerce
  - B. Ferndale Area District Library
- IV. Action Items:
  - A. MP Gardens
  - B. Temporary Parking Solutions – Chariot
  - C. Request for Proposals: Development & Capital Improvement Plan
  - D. Executive Committee
- V. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VI. Adjournment

#### **CALENDAR OF EVENTS**

##### **May**

**1<sup>st</sup>**  
Design Committee 5:30pm  
**2<sup>nd</sup>**  
Biz Dev Committee 5pm  
**3<sup>rd</sup>**  
Executive Committee 5pm  
**10<sup>th</sup>**  
DDA Board Meeting 8am  
**Main Street Awards 6pm**  
**14<sup>th</sup>**  
City Council 7pm  
**17<sup>th</sup>**  
**Downtown Bike Rodeo 6pm**  
**19<sup>th</sup>**  
**Clean the Ferndale Up 8am**  
**22<sup>nd</sup>**  
Promotions 5pm  
**28<sup>th</sup>**  
Memorial Day  
DDA Office Closed

##### **June**

**2<sup>nd</sup>**  
**Rainbow Run**  
**Ferndale Pride**  
**5<sup>th</sup>**  
Design Committee 5:30pm  
**6<sup>th</sup>**  
Biz Dev Committee 5pm  
**7<sup>th</sup>**  
Executive Committee 5pm  
**11<sup>th</sup>**  
City Council 7pm  
**14<sup>th</sup>**  
DDA Board Meeting 8am  
**15<sup>th</sup>-17<sup>th</sup>**  
**Garlic & Music Fest**  
**21<sup>st</sup>**  
**Art of the Cocktail 6pm**  
**23<sup>rd</sup>**  
**The Front Porch**  
**25<sup>th</sup>**  
City Council 7pm  
**26<sup>th</sup>**  
Promotions 5pm

##### **July**

**4<sup>th</sup>**  
Independence Day  
DDA Office Closed  
**9<sup>th</sup>**  
City Council 7pm  
**13<sup>th</sup>-15<sup>th</sup>**  
**Pig & Whiskey**  
**19<sup>th</sup>**  
**Get Reel @ sunset**  
**23<sup>rd</sup>**  
City Council 7pm

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
THURSDAY, APRIL 12, 2018  
8:00 A.M.  
FERNDALE CITY HALL  
300 E. 9 MILE  
FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A. Roll Call 8:03 a.m.

**DDA Board Members Present:** Dean Bach, Jacki Smith, Greg Pawlica, Blake Scheer, Nathan Martin, PJ Jacokes, Chris Johnston, Jerome Raska

**DDA Board Members Absent:** Mindy Cupples, Mayor/Council

**Staff Present:** Barry Hicks, Cindy Willcock, Torri Buback

**Guests:** Joe Gacioch, Assistant City Manager, Mara Braciszewski, City Intern, Erin Quetell, City Environmental Sustainability Planner, Justin Lyons, Planner, Jordan Twardy, City of Ferndale Planning Director, Jenny Marr of Ferndale Public Area District Library, Melanie Piana, Councilwoman.

B. Dismissals: Mindy Cupples, Mayor/Council

C. Approval of Agenda

Motion by Director Raska, seconded by Director Jacokes to switch item B "Downtown Landscaping" with item A "The dot Update", then add "Placemaking Project" as item A and approve the agenda as amended. All Ayes, motion carries.

Director Johnston arrives at 8:23 am

D. Approval of Minutes: March 2018

Motion by Director Smith, seconded by Director Martin to approve the Minutes for March 2018 as presented. All Ayes, motion carries.

**II. Consent Agenda**

A. Financial Statement

Motion by Director Scheer seconded by Director Raska to accept the Consent Agenda as presented. All Ayes, motion carries.

**III. Community Reports**

A. Chamber of Commerce

Blake Scheer

Director Scheer reported the Ferndale Area Chamber of Commerce status as currently transitioning. Matt Zook is no longer with the Chamber and they are undergoing a move to Search Optics for better accessibility. Any questions or concerns related to the Chamber should be directed to Kim Hart or Dale Vigliarolo in the interim.

B. Ferndale Area District Library

Jenny Marr

The library closed briefly for technology upgrades – a second print station and mobile printing. Yoga and the other events being held at the library are going very well and are bringing in crowds.

#### IV. Presentations

##### A. Placemaking Project

Mara Braciszewski

City of Ferndale intern, Mara Braciszewski presented her ideas for creating a strengthened community connection between our residents, visitors and the places we all share. The project focus is the Troy alley.

Discussion: Director Smith asked how the porta potties would be affected for the events that utilize the Troy alley, also has concerns with attracting the wrong attention. Director Raska asked about the Build Grants and how we can do more enhancements in the downtown. Director Smith added, there are not many facades that would fall under this grant for improvement needs. Director Raska responded with his concerns around promoting the program to our downtown business community.

Motion by Director Raska, seconded by Director Jacokes to allocate \$500 toward the downtown placemaking efforts. All ayes, motion carries.

##### B. Downtown Landscaping

Michael Patrick ([www.gdetroit.com](http://www.gdetroit.com))

Michael Patrick of MP Gardens presented some creative ideas for keeping Downtown Ferndale sustainable, green and lush. The plans include a long term, continual system that would essentially be more cost effective and easier to maintain in the long run. Director Raska asked if we considered utilizing the beautification commission for our landscaping project.

##### C. The dot

Joe Gacioch

City of Ferndale Assistant Manager, Joe Gacioch presented an update on The dot, identifying a net increase of 262 parking spaces from what is currently available in the Troy parking lot.

##### D. DDA FY of 18-19 Budget

Director Smith, ED Hicks

Director Smith and Executive Director Hicks presented the budget for fiscal year '18-'19.

Motion by Director Raska, seconded by Director Scheer to approve the budget as presented. All ayes, motion carries.

#### V. Call to Committee Chairs & Board Members & Staff

Director Raska would like to say thank you to Director Smith and keep her on indefinitely as treasurer. Director Raska also wanted to announce the Holly Dickens Festival happening the following Friday as well as ticket sales for the Feeling Lucky Tour.

Deputy Director Willcock announced Third Thursdays are back and will kick off the series with the Downtown Bike Rodeo happening on May 17<sup>th</sup> in Schiffer Park.

#### VI. Adjournment

Motion by Director Raska, seconded by Director Scheer to adjourn the meeting. All Ayes, meeting adjourned at 9:53 a.m.

## May 2018

### Consent Agenda

Sample Motions:

- A. *To approve the consent agenda in its entirety.*
- B. *To approve the consent agenda, excluding Items \_\_\_\_ (Letter/Letter & Number) \_\_\_\_.*

Staff reports are presented to the DDA Board of Directors at their regular meetings each month. Staff report is a summary of activities for the previous month and is not intended to be all-inclusive.

### Committee Summaries

#### Business Development

- Discussed planning efforts for upcoming Art of the Cocktail fundraiser in June.
- Discussed Business Development Committees role as ambassadors to the businesses to help distribute information about The dot and parking alternatives.
- Reviewed partner resources that are available for new and existing businesses.

#### Design

- Estimates for the repair/replacement of the crosswalks at Woodward and Nine Mile were discussed as provided by the City Engineer.
- Alternative marking materials for the crosswalks at Woodward and Nine Mile as well as the mid-street crosswalk on West Nine Mile by Red Hook Café were discussed.
- Clean the Ferndale Up Placemaking projects and implementation plans were discussed and prepared for May 19<sup>th</sup>.

#### Promotion

- Worked on Downtown Bike Rodeo Event planning and completed graphic design for posters/business card handouts.
- Finalized movie selections for Get Reel 2018 and worked on promotion materials and event planning.
- Discussed activities for Art of the Cocktail.

## The Development on Troy (The dot)

Currently the City and DDA are working together on Temporary Parking Solutions (TPS) to accommodate visitors and employees of the downtown businesses. This month you will receive an overall comprehensive overview from the Community & Economic Development Director outline what has been done and what is in the works.

The City would like to partner with the DDA as well as some other communities and stakeholders to pilot a shuttle service project with Chariot that would provide rides to Downtown Ferndale from outlying areas and parking lots. Going forward, the DDA is working with Lyft on a ride-sharing program that may benefit employees of the businesses and help remove their vehicles from the parking system, thus freeing up more space for customers.

The City's Communication Director is finalizing the details for a signage program that was developed by Q+M Media and will be used to help people get around during construction. Additionally, the Community and Economic Development Department worked with Q+M and the Mayor's Small Business Council to develop a campaign to promote Ferndale which is intended to be effective during construction of The dot. It builds off of the DDA's "Faces of Ferndale" and "Business Spotlight" programs providing a local feel to the marketing message.

Staff is working with the Engineers and Waste Management Contractor to design and develop waste disposal facilities that will accommodate all existing and new customers in the vicinity of The dot. Parking Management and electronic permitting has also been discussed.

## Informational Items

### Events

- **Main Street Awards** – May 10<sup>th</sup> – Join Main Street Oakland County at The Strand in Downtown Pontiac for the Annual Main Street Awards. Celebrate downtowns across Oakland County and the many accomplishments of the Main Street program across all of the communities!

### Third Thursdays:

- **Downtown Bike Rodeo** – Join the DDA, Police, Fire and the Parks and Recreation departments on May 17<sup>th</sup> in Downtown Ferndale for lessons on bicycle safety and to learn how to use the many bike facilities across the city. There will also be an opportunity to take a ride on your favorite bike around the city!
- **Art of the Cocktail** – on June 14<sup>th</sup> the DDA will be back at M-Brew and Valentine's for our annual public art fundraiser! Join us for an evening of tasting cocktails, prizes and auctions, and live entertainment. Tickets on sale soon! Keep an eye on our Facebook Page for updates!
- **Get Reel** – July 19, August 16, and September 20 will be the third Thursdays to come downtown and watch a movie on Vester Street, for Free!

### Business News & Community Outreach

- **New Businesses** – Delite Café & Deli (replacing Pranzo's), Culantro Peruvian Cuisine (replacing former Southern Belle's Bistro)

- Businesses visited – 3 Winks, The Conserva, M Contemporary Gallery, AR Studio, Reid Salon, Assaggi, Java Hutt, J's Penalty Box, M-Brew, Valentine, Candle Wick Shoppe, Clean Plates, Western Market, Samastah Yoga, Modern Natural Baby, Professional Guitars, LilacPop, Hambo, Atom Art, Schmidt Long, Elegance by Design, Green Thumb, Anita's Kitchen, Downtown Ferndale Bike Shop, MC Wich's, Logicdrop, Tom Pearlman, Corner Bar & Detroit Axe, Boogie Fever, Blumz, Ink Addict

## Administrative

- Meetings:
  - QM business development concept presentation
  - Special events committee
  - Clean the Ferndale Up planning
  - Alley placemaking (multiple)
  - PK Contracting
  - Downtown Bike Rodeo meeting with Parks & Rec.
  - Passport Parking (weekly)
  - Waste management & Carr Trucking (2)
  - Schiffer Park redesign in coordination with Ferndale Haus
  - All five Developers holding land on East Nine (Como's, Ferndale Glass, Ferndale Collision, and Dorfman property)
  - Block by Block – downtown maintenance
  - DPW Department – Downtown maintenance
  - Lyft
  - Chariot
  - Ferndale Area Chamber of Commerce (Board Meeting & Coffee Connections)
  - MP Gardens
  - NAI Farbman
- Community Outreach
  - Ferndale Michigan Works!
  - Oak Park Michigan Works!
  - Oakland County Economic Outlook Luncheon
  - 8 Mile Blvd Association
  - Ferndale Arts & Cultural Alliance
  - Ferndale Inclusion Network
  - Ferndale Area District Library
  - Volunteer Appreciation (City, Library, and DDA)
- Staff met with City to discuss implementation of potential tactical urbanism projects.
- DDA staff is working with the Office of the City Manger on downtown Facilities Maintenance and Capital Improvements.
- DDA staff is working with the Office of the City Manger on downtown trash collection and recycling.
- DDA, the City Engineer, City Planning, and DPW are working on a plan for crosswalk replacement at the intersection of Nine Mile & Woodward Avenue. Giffels-Webster provided a cost break-down with some options

## Budget

- \$100,000 is still set-aside for assist with The dot project; \$35,000 asking to be contributed to Chariot contract
- \$13,230 asking to be allocated for first phase (2018) implementation of gardens in downtown.

## Training

- The Executive and Deputy Directors are attending Main Street Manager Certification Training which will continue throughout 2018
- Staff and two DDA Board Members attended the Main Street Now Conference in Kansas City at the end of March. Here are some of the top take-aways:
  - Power Up Your Library Partnership for Entrepreneurship – discussed how we can partner with our district library to bring knowledge and connection to our small business community. The speakers were a DDA Director and Librarian who have partnered up in their city to share resources to grow their downtown. It explained so many connections a DDA has with the library and how we can better use our time, talent and treasure to maximize growth in our downtown as well as benefits to our businesses and residents
  - Vacant to Vibrant – learned about the “I wish” campaign that asks people what they wish there was in a vacant storefront.
  - Entrepreneurial-Led Economic Development Trends – learned how to use them to make Downtown Ferndale attractive to the type of entrepreneurs we want to attract. We need to be able to communicate that we know what we’re best at and do it well to create that unique sense of place that attracts businesses.
  - Marketing Focus – Creating effective, targeted Facebook ads to attract the audience we want for each event/project/promotion and best practices for timing, placement, etc. and the critical need to invest money in a marketing campaign.
  - Not Just Your Ordinary Pop-up Shop – The presenters were from two very small towns in Michigan where they were able to work with landlord to develop empty spaces into pop-up shops in their downtown.
  - Economic Impacts and the Art of Placemaking – Talked about public art installations and the public experience and discussed the challenges communities often face when trying to study the impact of these projects.
  - Business Improvement Districts (BIDs) and Their Impact on Main Street – this session talked about BIDs, which are similar to DDAs in other states, and what the best practices were to allocate resources to accomplish goals and objectives for your district.

BONUS – Cindy met Debra Drescher, State Coordinator for MS Texas, who helped connect us with the towns that received our donations from “Hurricane Harvey Help Day” – how cool is that!?



# MEMO

To: DDA Board of Directors  
From: Joseph Gacioch, Assistant City Manager  
CC: none  
Date: 05/08/2018  
Re: **Park Ferndale**

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The new Parking website has launched. The URL remains the same – [www.parkferndale.com](http://www.parkferndale.com). You will notice a major graphic design refresh as we have brought the design standard into the City website family so users now have shared design and user experiences across city website platforms. The most important thing to note is that the city has soft launched their online permit portal powered by Passport Parking!

The direct link to the portal is found several places on the site, here is the business page: <https://www.parkferndale.com/resources/business-owner-employee-parking>

- Permits are now 100% digital – license plate and basic vehicle information is required to register a vehicle – once you register the first time you can simply renew.
- An email is required to register for a business permit. This is a standard method of conducting business transactions in 2018, we have prepared statements on the business permit splash page to address this. We have taken several steps to protect privacy including multifactor authentication when logging in – this is also covered in brevity upon logging in.

The former business permits site is currently down, but should no longer be needed. (we do not have a splash page redirecting traffic, unfortunately our relationship with the previous vendor has dissolved – I am working on bringing this page back up for the soft launch period). However, the new permits have been tested and are working.

## Other notes:

- We publish special events that interact with the parking system. Note that we identify that they are non-city events and identify correct methods of contact and resources.



- We have a [new alerts registration](#) process and communication tool for SMS and email. It's being fine tuned, but we think it will work out.
- Google Search is incorporated into News – our articles are much more searchable and featured.
- [Parking locations map](#) has been updated to reflect our own GIS Tech mapping – we didn't control the former map assets, we control these assets, so the map will be more dynamic and responsive to trends and changes and needs of the system and its customers.

**Recommended Action**

To RECIEVE the memorandum regarding updates to Park Ferndale from the Assistant City Manager as part of the Consent Agenda.

Fund 248 Downtown Development Authority			
GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
248-000-001.000	Cash - Comerica Checking	0.00	0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec	27,262.37	25,218.86
248-000-029.000	Est. Uncollectable DELPP Tax	(27,262.37)	(27,262.37)
248-000-040.000	A/R - Miscellaneous	0.00	0.00
248-000-078.000	A/R - Other Govt Units	0.00	0.00
248-000-084.100	D/F Cash Fund	787,169.23	933,985.91
248-000-084.101	D/F General Fund	(22,942.22)	(22,942.22)
248-000-084.731	D/F EE Retir System	0.00	0.00
248-000-108.000	Accrued Interest Receivable	1,012.17	1,012.17
248-000-132.000	Infrastructure	1,574,005.00	1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure	(1,486,239.00)	(1,486,239.00)
248-000-136.000	Buildings	21,360.00	21,360.00
248-000-137.000	Accum.Deprec.- buildings	(1,708.80)	(1,708.80)
248-000-146.000	Equipment	50,400.00	50,400.00
248-000-147.000	Accum.Deprec.- equipment	(50,400.00)	(50,400.00)
248-000-148.000	Vehicles	23,140.00	23,140.00
248-000-149.000	Accum.Deprec.- vehicles	(23,140.00)	(23,140.00)
Total Assets		872,656.38	1,017,429.55
*** Liabilities ***			
248-000-202.000	Accounts Payable	8,396.23	0.00
248-000-206.000	Due to Customers	0.00	0.00
248-000-257.000	Wages Payable	6,377.05	9,091.20
248-000-257.100	Accrued Liability - Payroll	0.00	754.80
248-000-257.150	Accrued Liabilities - Health Insurance	0.00	0.00
248-000-260.000	Accrued Sick & Vacation	12,378.57	12,378.57
248-000-262.000	Flexible Benefit Plan	0.00	0.00
248-000-286.000	Deferred Revenues	0.00	0.00
Total Liabilities		27,151.85	22,224.57
*** Fund Balance ***			
248-000-390.000	Restricted	670,249.53	670,249.53
248-000-390.977	Invested in capital assets, net	175,255.00	175,255.00
Total Fund Balance		845,504.53	845,504.53
Beginning Fund Balance			845,504.53
Net of Revenues VS Expenditures			149,700.45
Ending Fund Balance			995,204.98
Total Liabilities And Fund Balance			1,017,429.55

05/03/2018

## REVENUE AND EXPENDITURE REPORT FOR CITY OF FERNDALE

		2017-18	
		AMENDED	YTD BALANCE
GL NUMBER	DESCRIPTION	BUDGET	06/30/2018
Fund 248 - Downtown Development Authority			
Revenues			
Dept 000 - General			
248-000-402.000	Property taxes	\$ 418,400	\$ 375,895
248-000-402.001	Property Taxes - personal	\$ -	\$ -
248-000-402.005	Property Taxes - Loss in Change of PPT	\$ -	\$ -
248-000-402.200	Reimbursement for PPT Loss	\$ -	\$ 28,765
248-000-403.100	Property Tax Chargebacks	\$ -	\$ -
248-000-404.000	Voted Property taxes	\$ 56,000	\$ 49,815
248-000-404.001	Voted Property taxes - personal	\$ -	\$ -
248-000-523.000	Federal grant	\$ -	\$ -
248-000-545.000	State grant	\$ 3,000	\$ -
248-000-550.010	State PPT Loss Reimbursement	\$ -	\$ 2,061
248-000-610.000	Participation fees	\$ -	\$ -
248-000-665.000	Interest income	\$ -	\$ -
248-000-675.000	Contributions	\$ 25,000	\$ 15,665
248-000-675.500	Contributions - DDA - Public Art	\$ 1,000	\$ 22
248-000-676.101	General Fund contrb.	\$ -	\$ -
248-000-695.000	Miscellaneous income	\$ -	\$ -
248-000-698.000	Net unrealized gains	\$ -	\$ -
248-000-699.661	Transfer In from Motor Pool	\$ -	\$ -
248-000-699.677	Transfer In from HR Fund	\$ -	\$ -
Total Dept 000 - General		\$ 503,400	\$ 472,222
TOTAL REVENUES		\$ 503,400	\$ 472,222

## Expenditures

## Dept 000 - General

248-000-706.000	Full Time Personnel	\$ 151,744	\$ 124,596
248-000-707.000	Part-Time Personnel	\$ -	\$ -
248-000-709.000	Overtime	\$ -	\$ -
248-000-714.000	Holiday Pay	\$ -	\$ -
248-000-714.100	Sick Pay - Annual	\$ -	\$ -
248-000-715.000	Social Security	\$ 11,608	\$ 9,502
248-000-716.000	Health - premiums	\$ -	\$ -
248-000-716.100	Health Insurance	\$ 17,624	\$ 9,495
248-000-716.110	Health Insurance - EE Contribution	\$ (2,350)	\$ (445)
248-000-716.115	Health Insurance - Retiree	\$ -	\$ -
248-000-716.150	Health Insurance Waiver	\$ -	\$ -

248-000-716.736	Health - OPEB Funding	\$	-	\$	-
248-000-717.000	Life Insurance - EE	\$	211	\$	239
248-000-718.000	Pension- ICMA-RC 401	\$	10,622	\$	8,694
248-000-719.000	Fringe Benefits	\$	-	\$	-
248-000-721.000	Longevity	\$	-	\$	-
248-000-725.000	Workers Compensation	\$	850	\$	1,120
248-000-730.000	Postage, Mail processing	\$	500	\$	13
248-000-740.000	Operating Supplies	\$	25,000	\$	20,512
248-000-747.000	Grant Activity	\$	3,000	\$	-
248-000-752.000	Motor Fuel / Lubricants	\$	1,000	\$	-
248-000-775.000	Repair & Maintenance	\$	1,000	\$	569
248-000-802.000	Audit/Actuarial Fees	\$	1,000	\$	-
248-000-818.000	Contractual Services	\$	28,000	\$	3,680
248-000-853.000	Phone/Communications	\$	-	\$	-
248-000-853.116	Telecom - Cell Phone EE Reimb.	\$	2,340	\$	-
248-000-873.000	Training/Education	\$	15,000	\$	6,498
248-000-885.000	Special programs	\$	30,000	\$	20,095
248-000-900.000	Printing & Publishing	\$	10,000	\$	3,252
248-000-914.000	Liability Insurance	\$	1,800	\$	-
248-000-920.000	Utilities	\$	7,600	\$	6,212
248-000-931.000	Facilities Maintenance	\$	144,000	\$	105,427
248-000-940.200	Equipment Leases - Non-City owned	\$	-	\$	-
248-000-942.000	Building Rental	\$	1,800	\$	1,292
248-000-943.000	Equip Rental Alloc - General Fund	\$	1,800	\$	546
248-000-956.000	Miscellaneous	\$	102,800	\$	501
248-000-958.000	Memberships & Dues	\$	3,500	\$	722
248-000-961.101	General Fund Admin Allocation	\$	16,852	\$	-
248-000-968.000	Depreciation Expense	\$	-	\$	-
248-000-970.000	Bad Debt	\$	-	\$	-
248-000-974.000	Public Improvements	\$	18,000	\$	-
248-000-977.000	Capital Outlay	\$	5,000	\$	-
248-000-996.000	Interest Expense	\$	-	\$	-
Total Dept 000 - General		\$	610,301	\$	322,521
TOTAL EXPENDITURES		\$	610,301	\$	322,521
Fund 248 - Downtown Development Authority:					
TOTAL REVENUES		\$	503,400	\$	472,222
TOTAL EXPENDITURES		\$	610,301	\$	322,521
NET OF REVENUES & EXPENDITURES		\$	(106,901)	\$	149,700

		BALANCE		END BALANCE
		06/30/2017	2017-18	06/30/2018
GL NUMBER	DESCRIPTION	NORMAL (ABNORMAL)	AMENDED BUDGET	NORMAL (ABNORMAL)
Fund 248 - Downtown Development Authority				
Assets				
248-000-001.000	Cash - Comerica Checking	0.00		0.00
248-000-026.000	Delq.Pers.Prop.Tax/Rec	27,262.37		25,218.86
248-000-029.000	Est. Uncollectable DELPP Tax	(27,262.37)		(27,262.37)
248-000-040.000	A/R - Miscellaneous	0.00		0.00
248-000-078.000	A/R - Other Govt Units	0.00		0.00
248-000-084.100	D/F Cash Fund	787,169.23		933,985.91
248-000-084.101	D/F General Fund	(22,942.22)		(22,942.22)
248-000-084.731	D/F EE Retir System	0.00		0.00
248-000-108.000	Accrued Interest Receivable	1,012.17		1,012.17
248-000-132.000	Infrastructure	1,574,005.00		1,574,005.00
248-000-133.000	Accum.Deprec.- infrastructure	(1,486,239.00)		(1,486,239.00)
248-000-136.000	Buildings	21,360.00		21,360.00
248-000-137.000	Accum.Deprec.- buildings	(1,708.80)		(1,708.80)
248-000-146.000	Equipment	50,400.00		50,400.00
248-000-147.000	Accum.Deprec.- equipment	(50,400.00)		(50,400.00)
248-000-148.000	Vehicles	23,140.00		23,140.00
248-000-149.000	Accum.Deprec.- vehicles	(23,140.00)		(23,140.00)
TOTAL ASSETS		872,656.38		1,017,429.55
Liabilities				
248-000-202.000	Accounts Payable	8,396.23		0.00
248-000-206.000	Due to Customers	0.00		0.00
248-000-257.000	Wages Payable	6,377.05		9,091.20
248-000-257.100	Accrued Liability - Payroll	0.00		754.80
248-000-257.150	Accrued Liabilities - Health Insurance	0.00		0.00
248-000-260.000	Accrued Sick & Vacation	12,378.57		12,378.57
248-000-262.000	Flexible Benefit Plan	0.00		0.00
248-000-286.000	Deferred Revenues	0.00		0.00
TOTAL LIABILITIES		27,151.85		22,224.57
Fund Equity				
248-000-390.000	Restricted	622,576.17		670,249.53
248-000-390.977	Invested in capital assets, net	175,255.00		175,255.00
TOTAL FUND EQUITY		797,831.17		845,504.53
Revenues				
248-000-402.000	Property taxes	450,411.46	418,400.00	375,894.59
248-000-402.001	Property Taxes - personal	0.00	0.00	0.00
248-000-402.005	Property Taxes - Loss in Change of PPT	0.00	0.00	0.00
248-000-402.200	Reimbursement for PPT Loss	0.00	0.00	28,765.00
248-000-403.100	Property Tax Chargebacks	9,606.89	0.00	0.00
248-000-404.000	Voted Property taxes	56,208.72	56,000.00	49,814.77
248-000-404.001	Voted Property taxes - personal	0.00	0.00	0.00
248-000-523.000	Federal grant	0.00	0.00	0.00
248-000-545.000	State grant	0.00	3,000.00	0.00
248-000-550.010	State PPT Loss Reimbursement	0.00	0.00	2,060.50
248-000-610.000	Participation fees	0.00	0.00	0.00
248-000-665.000	Interest income	7,620.72	0.00	0.00
248-000-675.000	Contributions	18,359.19	25,000.00	15,665.00
248-000-675.500	Contributions - DDA - Public Art	4,925.00	1,000.00	22.00
248-000-676.101	General Fund contrb.	0.00	0.00	0.00
248-000-695.000	Miscellaneous income	0.00	0.00	0.00
248-000-698.000	Net unrealized gains	(11,061.45)	0.00	0.00
248-000-699.661	Transfer In from Motor Pool	0.00	0.00	0.00
248-000-699.677	Transfer In from HR Fund	0.00	0.00	0.00
TOTAL REVENUES		536,070.53	503,400.00	472,221.86
Expenditures				
248-000-706.000	Full Time Personnel	132,324.90	151,744.00	124,596.41
248-000-707.000	Part-Time Personnel	0.00	0.00	0.00
248-000-709.000	Overtime	0.00	0.00	0.00
248-000-714.000	Holiday Pay	0.00	0.00	0.00
248-000-714.100	Sick Pay - Annual	0.00	0.00	0.00
248-000-715.000	Social Security	10,003.50	11,608.00	9,501.78
248-000-716.000	Health - premiums	0.00	0.00	0.00
248-000-716.100	Health Insurance	26,818.36	17,624.00	9,495.15
248-000-716.110	Health Insurance - EE Contribution	(1,675.58)	(2,350.00)	(444.84)
248-000-716.115	Health Insurance - Retiree	0.00	0.00	0.00
248-000-716.150	Health Insurance Waiver	0.00	0.00	0.00

		BALANCE		END BALANCE
		06/30/2017	2017-18	06/30/2018
GL NUMBER	DESCRIPTION	NORMAL (ABNORMAL)	AMENDED BUDGET	NORMAL (ABNORMAL)
Fund 248 - Downtown Development Authority				
Expenditures				
248-000-716.736	Health - OPEB Funding	0.00	0.00	0.00
248-000-717.000	Life Insurance - EE	212.61	211.00	238.83
248-000-718.000	Pension- ICMA-RC 401	9,049.95	10,622.00	8,694.38
248-000-719.000	Fringe Benefits	12,378.57	0.00	0.00
248-000-721.000	Longevity	0.00	0.00	0.00
248-000-725.000	Workers Compensation	704.12	850.00	1,120.49
248-000-730.000	Postage, Mail processing	48.00	500.00	13.30
248-000-740.000	Operating Supplies	34,557.67	25,000.00	20,512.16
248-000-747.000	Grant Activity	0.00	3,000.00	0.00
248-000-752.000	Motor Fuel / Lubricants	0.00	1,000.00	0.00
248-000-775.000	Repair & Maintenance	494.75	1,000.00	568.54
248-000-802.000	Audit/Actuarial Fees	1,000.00	1,000.00	0.00
248-000-818.000	Contractual Services	26,878.20	28,000.00	3,679.93
248-000-853.000	Phone/Communications	950.70	0.00	0.00
248-000-853.116	Telecom - Cell Phone EE Reimb.	0.00	2,340.00	0.00
248-000-873.000	Training/Education	9,849.01	15,000.00	6,498.46
248-000-885.000	Special programs	20,017.55	30,000.00	20,095.09
248-000-900.000	Printing & Publishing	751.90	10,000.00	3,251.90
248-000-914.000	Liability Insurance	1,795.64	1,800.00	0.00
248-000-920.000	Utilities	10,260.51	7,600.00	6,212.28
248-000-931.000	Facilities Maintenance	137,595.23	144,000.00	105,427.16
248-000-940.200	Equipment Leases - Non-City owned	0.00	0.00	0.00
248-000-942.000	Building Rental	1,773.00	1,800.00	1,292.00
248-000-943.000	Equip Rental Alloc - General Fund	2,739.97	1,800.00	545.96
248-000-956.000	Miscellaneous	428.21	102,800.00	500.85
248-000-958.000	Memberships & Dues	1,148.00	3,500.00	721.58
248-000-961.101	General Fund Admin Allocation	14,422.00	16,852.00	0.00
248-000-968.000	Depreciation Expense	23,050.40	0.00	0.00
248-000-970.000	Bad Debt	0.00	0.00	0.00
248-000-974.000	Public Improvements	10,820.00	18,000.00	0.00
248-000-977.000	Capital Outlay	0.00	5,000.00	0.00
248-000-996.000	Interest Expense	0.00	0.00	0.00
TOTAL EXPENDITURES		488,397.17	610,301.00	322,521.41
Total Fund 248 - Downtown Development Authority				
TOTAL ASSETS		872,656.38		1,017,429.55
BEG. FUND BALANCE		797,831.17		845,504.53
+ NET OF REVENUES & EXPENDITURES		47,673.36	(106,901.00)	149,700.45
= ENDING FUND BALANCE		845,504.53		995,204.98
+ LIABILITIES		27,151.85		22,224.57
= TOTAL LIABILITIES AND FUND BALANCE		872,656.38		1,017,429.55



# MEMO

To: DDA Board of Directors  
From: Barry Hicks, Ferndale DDA Executive Director  
CC: none  
Date: 05/08/2018  
Re: **MP Gardens**

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Last month the DDA Board was given a presentation from Michael Patrick, Landscape Contractor and owner of MP Gardens. During the presentation, Mr. Patrick explained that as a local that is invested in the community, he has a vision to make Downtown Ferndale beautiful by using environmentally sustainable practices and indigenous plantings. The DDA Executive Director, Library Director, and City's Environmental Sustainability Planner discussed starting this vision in front of the Library along Nine Miles in the sparsely planted area by the front door. There is already an irrigation system that can be tapped into in this location and several nearby plantings that can be split and reused to fill in the landscape bed.

This will be the first step in re-imagining the landscaping in downtown. This project also demonstrates the DDA's commitment to directly benefiting the Library as a gesture of our gratitude for their generosity in working with us to allow the DDA to continue to capture the TIF revenues that provide the funding for everything we do as an organization.

The contracts attached address the planting areas directly around the Main entrance to the Library off East Nine Mile.

The contracts are attached to this memo and contain more information regarding the services and materials to be supplied.

I would also like to thank MP Gardens for their offer to donate three (3) Corkscrew Willows to the Placemaking Project in the alley between The Candle Wick Shoppe and the Arts Building.

## **Recommended Action**

To AUTHORIZE the Executive Director to sign the contracts with MP Gardens/Imagine Do for a not-to-exceed amount of \$13,230, to be paid from account 248-000-977.000 (Public Improvements) and reimbursed to the DDA through the Library TIF capture once funds have been transferred.

# Michael Patrick

Exterior and Interior Garden Services

Michael Patrick Peters,  
[www.GDetroit.com](http://www.GDetroit.com)  
[gdetroit7@gmail.com](mailto:gdetroit7@gmail.com)  
248 910 3351



## **2.0 Proposal**

### **Ferndale Public Library & Gardens**

#### **1.) Restore Library Gardens**

##### **1. Locations**

- a. Gardens in and around front entrance, E side of building and W side of building. #'s 1-7 in visual aids
- b. Back not included at this time.
- c. Lawn section between sidewalk and road not included at this time

##### **2. Restoration Processes**

- |  |          |
|--|----------|
| a. Split and re-allocate   | 1,800.00 |
| i. Flag grass  |          |
| ii. Daylilly   |          |
| iii. Other ornamentals in said areas                                 |          |
| iv. Re-arrange into better integration layouts within said bed areas |          |
| b. Add 100 flag grass  | 1,200.00 |
| c. Annual selection to integrate into main bed                       | 600.00   |
| -per MP's annual choice  |          |
| d. Triple shredded mulch finish                                      | 600.00   |
| e. Soil Amendments   | 280.00   |
| f. Prune existing maple on main island                               | 50.00    |
| g. Clean up & burn certain existing grasses                          | 100.00   |

##### **4. Irrigation Repair & Drip Installation**

**5,000.00**

- a. Significant damage to system is apparent from superficial inspections with cut supply lines, electrical lines.
- b. This price includes repair of broken systems so they are functional in said areas and a complete installation of drip irrigation in said area's per MP's specifications for maximum water conservancy and plant health.
- c. This cost may end up being less than the stated amount if less work is ultimately needed during the repair process but it will not exceed this number unless it is discovered there are profoundly damaged fundamentals to the irrigation system not visually apparent from said superficial inspection.



<b>Budget for #1,2</b>	<b>9,630.00</b>
<b>Down Payment</b>	<b>4,815.00</b>
<b>Balance due upon completion</b>	<b>4,815.00</b>

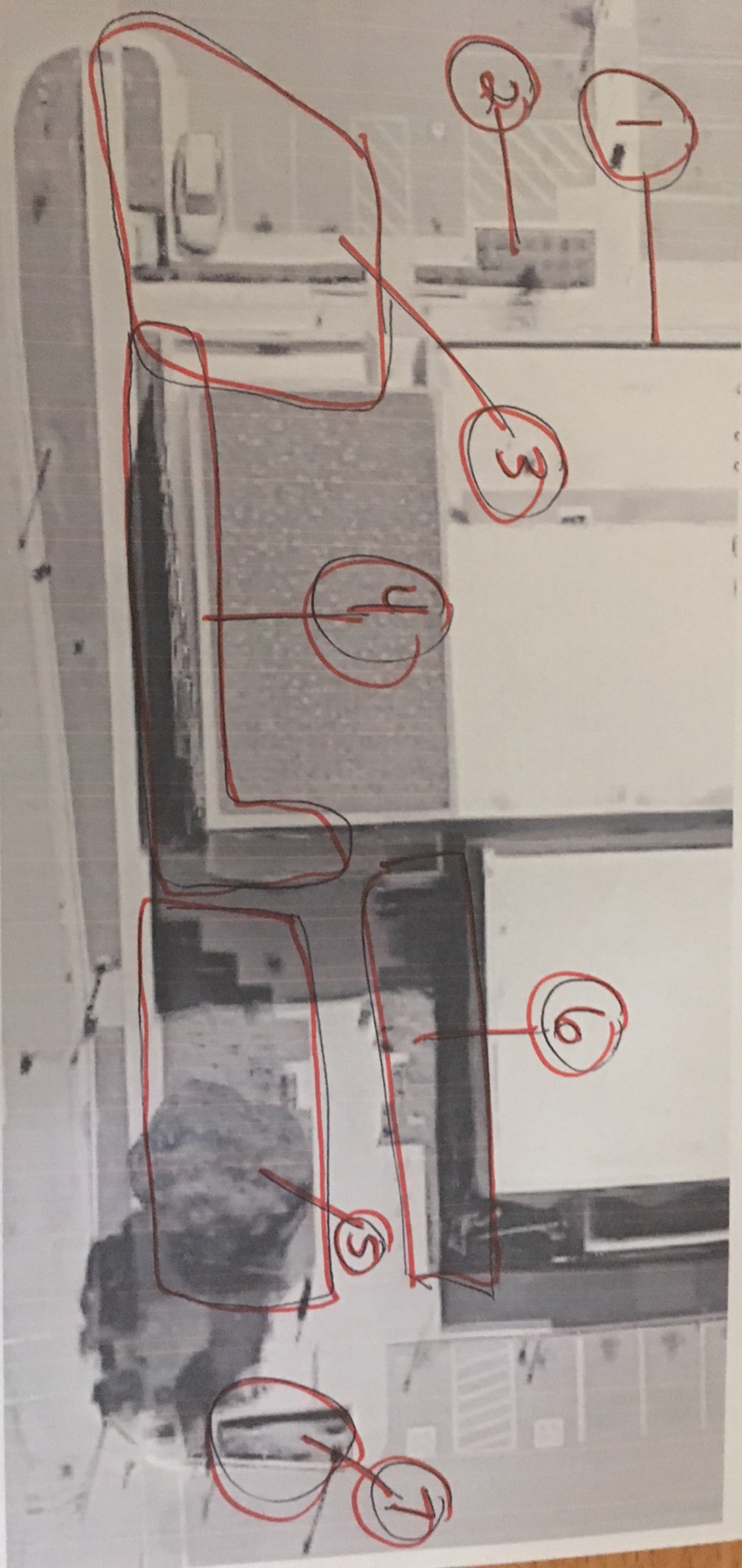
- 5. On going maintenance** per month 300.00
- a. For said areas in front of Library
  - b. Up to 10 labor hours applied to weeding, inspections feedings, refinements
  - c. Invoiced at the beginning of each month
  - d. Payment required within 2 weeks of submission of invoice.
  - e. Said billing rates and cost are not to be mistaken as MP's billing rate as this price is a generosity offering from MP to Ferndale in hopes of showing Ferndale our abilities with maintenance and as a thank you for the opportunity.
  - f. This price ALSO includes pruning / sculpting of 3x CorkScrew willows as discussed with DDA Barry Hicks.

Please make check to:

**Imagine Do**

**4311 Buckingham Rd  
Royal Oak, MI 48073**









# MEMO

To: DDA Board of Directors  
From: Barry Hicks, Ferndale DDA Executive Director  
CC: none  
Date: 05/08/2018  
Re: **Temporary Parking Solutions – Chariot**

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In 2017, the DDA Board approved a set-aside amount of \$100,000 to be utilized for Temporary Parking Solutions (TPS) and Business Support services during the construction of The dot. At this time, none of these funds have been allocated to a specific service or contract.

The City has been working with the DDA on multiple possible services and solutions to assist businesses to get their customers and staff around Downtown Ferndale while the Troy Lot (Lot #6) is offline during construction. Some of those services target the specific need to get people safely in and out of downtown with minimal inconvenience. The approach will be multi-faceted in order to provide solutions that work for as many businesses as possible. Currently, the City and DDA have investigated (and in some cases invested resources) in:

- Chariot (this request/presentation) – shuttle services around downtown and to nearby destinations.
- Lyft (more coming next month) – door-to-door solutions and shuttling employees offsite to alternative parking locations
- Church Parking Lot – alternative parking locations in parking lots within a few blocks of downtown.

While not every solution will work for every business, it is our commitment to find solutions that work for as many people as possible. The more vehicles we can keep out of the central area that will be most affected, the better.

Jordon Twardy, CED Director, will provide a presentation that outlines these services in more detail. For this month, the City is asking for a commitment of \$35,000 from the DDA (from the original \$100,000 that was committed last year) to assist with paying for shuttle services through Chariot, the provider. This money will be matched dollar-for-dollar by the City and there will be some additional resources from neighboring communities and stakeholders.

Next month (June 2018) we will discuss Lyft in more detail and ask for a commitment from the DDA Board to allocate some funding to a program we are still working out the details on as another parking alternative.

Also, please note that the funding for this request is coming from your “miscellaneous” budget account. The City’s Finance Office is setting up a separate TPS account that the City will use to track where resources are going in order to more accurately report out at the end of the Fiscal Year and during the City’s annual audit.

**Recommended Action**

To APPROVE the City’s request for a not-to-exceed allocation of \$35,000 from account 248-000-956 (Miscellaneous) to be used for Temporary Parking Solutions (TPS) services provided by Chariot.

# TEMPORARY PARKING SOLUTIONS

*THE DEVELOPMENT ON TROY*



FERNDALE

**MAY 10, 2018**

# TODAY'S AGENDA

- Overview – the rationale for TPS
- Proposed TPS – projects & budget
- TPS details (shuttle and church lot)
- Overall TPS Timeline
- Q&A

# RATIONALE FOR TPS

## WHY ARE WE INVESTING IN TPS?

Temporary Parking Solutions (TPS) are a collaborative effort to provide alternative means of access to our business district while public parking is taken offline during construction. We invest knowing that:

- The DDA and the City are mutual partners in a shared effort to provide limited relief to an unavoidable but temporary challenge, as part of necessary work to add critical, long-term parking capacity to our downtown.
- There is no “perfect” solution, but we can maximize the impact of limited resources by targeting the heaviest users of parking, downtown employees and downtown guests, during peak usage times.

# TPS Goals

1. Create viable additional parking spaces to accommodate businesses during construction
2. Create viable additional parking spaces to accommodate residents, visitors, and downtown traffic
3. Increase knowledge of/promote walkability and biking infrastructure





# PROPOSED TPS

## A LAYERED & COHESIVE APPROACH FOR MULTIPLE PARKING USERS

The proposed TPS solutions work together to provide as holistic and flexible a system as possible that is easy and convenient to use for the diverse pool of downtown parking users.

*Focus point for DDA's 5/10/18 Meeting*

- **CHARIOT – A FREE, FIXED-ROUTE SHUTTLE SERVICE**  
*Three days a week, 10 hours per day, available every 15 minutes @ peak times*
- **LYFT – FREE CODES FOR ON-DEMAND RIDES ALONG SPECIFIC ROUTES**  
*Central downtown pickup/drop-off w/routes to free & safe perimeter parking*
- **STAR TRAX – FREE, DEMAND-BASED VALET SERVICE**  
*Free valet service for peak business times*
- **LOT-SHARE AGREEMENT – ZION LUTHERAN CHURCH @ LEROY**  
*Lot leased for public use, close to downtown but away from construction zone*

# PROPOSED TPS **SYSTEM** COVERAGE



## **Chariot Shuttle**

*circulates downtown guests from nearby neighborhoods and destinations to popular locations and perimeter parking lots (note- the route shown may not include all 11 numbered stops). The large circles show a walking radius of no more than 5 min. Stops are located on or near bike routes and bus stops.*

## **Ferndale City Hall**

*(shown for reference only)*

## **Church Parking Lot**

*Located @ Leroy; leased by the City for additional parking that partially offsets temp. loss of W. Troy lot*

## **Lyft & Valet**

*Lyft pick-up and drop-off point located near Withington Lot. Prepaid codes allow riders free transport to and from the Church Parking Lot and/or selected public lots. Valet Stand will be located in the Withington Lot alley.*

# THE TPS BUDGET

## PROJECT BUDGET: A SHARED INVESTMENT BY CITY & DDA

The City is leveraging approx. \$150K from the Parking Fund, and the DDA has generously approved \$100K to support these efforts. Pleasant Ridge is also tentatively committing \$12K to support the Chariot shuttle service if approved.



### CHARIOT SHUTTLE

**\$82K**

*City - \$35K*

*DDA - \$35K*

*Pleasant Ridge - \$12K*



### LYFT CODES

**\$10K>?**

*DDA-funded, total amount  
driven by demand*



### STARTRAX VALET

**\$30K>?**

*City -funded, total  
amount driven by demand*



### LOT SHARE

### Wayfinding/Signage

**\$75K**

*Lot Share -15k\$*

*Signage – 40k*

*Wayfinding /Marketing – 20k*

# TPS DETAIL: CHARIOT SHUTTLE

## FIXED ROUTE SERVICE LINKING WEST SIDE LOTS & NEIGHBORHOODS TO DOWNTOWN CORE

The disruption to parking is on the west side, so this solution focuses its relief there. It also provides relief to Livernois, which is losing all on-street parking this summer as part of a mile-long resurfacing project. Key Goals include:

- **PROVIDING RELIABLE AND FREQUENT ENOUGH SERVICE TO INDUCE USE**  
*3 days a week, 10 hours per day on the ½ hour, and every 15 minutes @ peak times (5hrs)*
- **15 MINUTE SERVICE FOR SPECIAL EVENTS**  
*Highest level of service during the times when downtown needs it most*
- **LOCATING STOPS NEAR STRATEGIC AMENITIES AND HIGH-DEMAND DESTINATIONS**  
*All stops are on or near bus stops, bike routes, or perimeter public parking, as well as high-traffic areas such as Axle Brewing and the West 9 Mile business cluster.*

# TPS DETAIL: CHARIOT SHUTTLE

## HOW IT WORKS

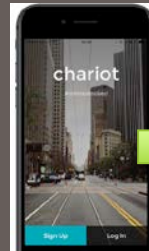
Chariot is part of Ford Smart Mobility, specializing in on-demand & loop service.



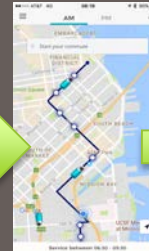
## ACCOUNT MGMT/SERVICES

- *Dedicated point of contact*
- *Optimize routes & dispatch*
- *Market the service*
- *Manage drivers/vehicles/app*
- *Customer support (phone, app, email, chat)*

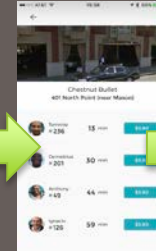
### Download



### Track Bus



### Book Ride



### Hop On



### Branded Bus/Signage



## USER EXPERIENCE & PROMO

- *Route/stop signage*
- *App interface: tracking, service*
- *Pre-and-post launch promo*
- *Able to pre-book or hop on; Free rides for pilot*
- *ADA-accessible shuttle at all times (8 seats), Standard 14-seat shuttle also during peak*

# TPS DETAIL: CHARIOT SHUTTLE

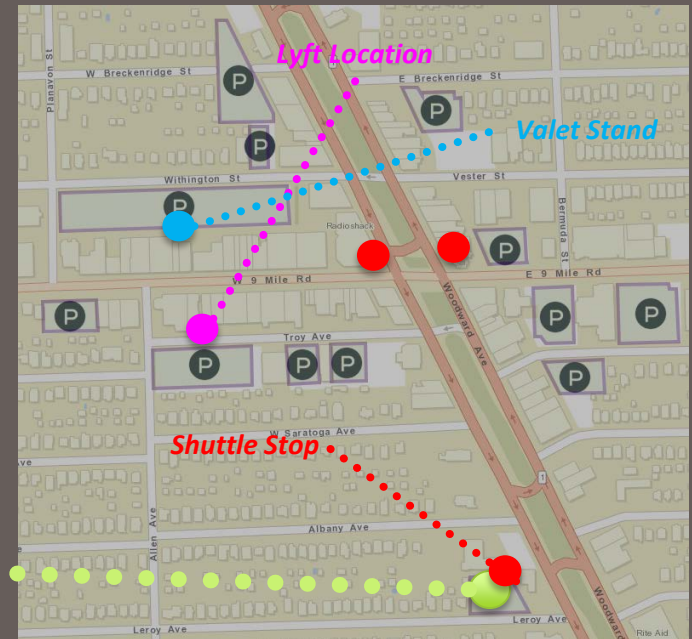
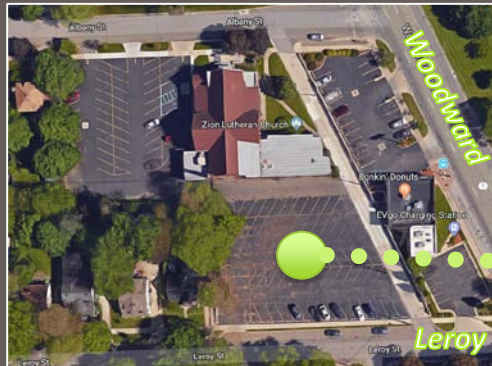
## PRICING

	# OF CHARIOTS	HOURS OF OPERATION	CAPACITY	FREQUENCY	MONTHLY PRICE - 3 DAYS	MONTHLY PRICE - 2 DAYS	ONE TIME SETUP
MINIMAL SERVICE	1 WAV	WAV VEHICLE: 2P-12A	8	30 MINS	\$7,200	\$5,900	\$660
<b><i>CED Recommends Medium Service</i></b>							
MEDIUM SERVICE	1 WAV 1 STANDARD	WAV VEHICLE: 2P-12A STANDARD VEHICLE 5P-10P	22	15 MINS  *During peak hours	\$12,600	\$10,500	\$1,320

# TPS DETAIL: CHURCH LOT LEASE

## TEMPORARY PUBLIC PARKING CONNECTED TO LYFT AND SHUTTLE SERVICES – A COLLECTION POINT WITH EASY ACCESS TO DOWNTOWN

To partially offset the loss of spaces due to the temporary closure of the W. Troy lot, the city has leased 70 spaces from the Zion Lutheran Church on Woodward, which will be connected to the array of TPS assets.





# TPS TIMELINE

## A TIMELINE THAT BEGINS WITH DDA VALIDATION OF OUR PLAN

The DDA's existing financial commitment to TPS of \$100K is both critical and appreciated. With DDA Board Support on May 10, our work can advance. The following timeline is tentative and may evolve as necessary.

- **May 10** – DDA Board Resolution of Support for TPS plan & \$35K match for Chariot Agreement
- **June 11** – City Council Update on TPS plan, City Council considers Chariot agreement; City to begin deploying as much communication as possible regarding the shuttle service
- **June 12 – July 4** – Communications and Signage continue, Chariot mobilization process
- **By August 1** – TPS begins in earnest with launch of Chariot service
- **Fall 2018** – Groundbreaking for the Development on Troy
- **Dec 2018/Jan 2019** – City and DDA reconnect to evaluate TPS performance





# MEMO

To: DDA Board of Directors

From: Barry Hicks, Ferndale DDA Executive Director

CC: none

Date: 05/08/2018

Re: **Request For Proposals (RFP) – Downtown Development & Capital Improvement Plan (CIP)**

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The DDA is responsible for the continued orderly development of the Downtown. Part of this responsibility includes investing in Capital Improvements to the extent that the DDA can afford to contribute. In order to effectively allocate resources to capital projects, the DDA needs to develop a plan that guides future development within the district and that prioritizes capital needs by anticipated revenues.

The Executive Director is requesting that the DDA Board of Directors take action to authorize the posting of a Request For Proposals (RFP) to solicit consultants to assist with all of the components necessary to write a Downtown Development & Capital Improvement Plan.

Date	Action
May 10	Executive Director requests authorization to post RFP
May 10-25	RFP document is finalized and Attorney provides language; RFP committee is formed
May 25	RFP is posted
June 8	Questions regarding the proposal are due
June 15	Responses to consultant questions are shared
June 29	Proposals are due
July 9-20	Timeframe when RFP Committee interviews consultants (depending on availability)
July 27	Recommendation from RFP Committee is completed
August 9	DDA Board considers RFP Committee recommendation to hire a consultant

If authorization is granted, it is recommended that the DDA identify members from various stakeholders to participate in the consultant interview process. This group is identified in the timeline above as a “RFP Committee.”

Please keep in mind the attached RFP is a draft and may be updated over the next two (2) weeks based on input received from the DDA Board, City Council, or other community stakeholders. Also, legal language will still need to be added by the DDA’s Attorney.

### **Recommended Action**

To AUTHORIZE the Executive Director to post the Request For Proposals, subject to modification, to solicit consultants to assist the DDA with developing a Downtown Development and Capital Improvement Plan and work with the Attorney to finalize any necessary legal language.

### **NEXT STEP:**

Assist the Executive Director in identifying key stakeholders for the RFP Committee. The recommendation would be to include at least one person from the following organizations:

- DDA Board of Directors
- DDA Committee (such as Business Development of Design)
- City Council
- Library Board of Directors (or Library Director)



### **NOTICE OF REQUEST FOR PROPOSALS (RFP)**

Issue Date: Friday, May 25, 2018

Proposal Due Date: Friday, June 29, 2018 – Noon

Project: Ferndale Downtown Development Authority  
Capital Improvement & Development Plan

Contact Name: Ferndale Downtown Development Authority  
Attn: Barry Hicks, Executive Director  
300 E. Nine Mile Road  
Ferndale, MI 48220

## **Section I: Background**

The City of Ferndale is located in the southeastern quadrant of Oakland County, Michigan. It shares borders with the City of Detroit to the south, Hazel Park to the east, Royal Oak and Pleasant Ridge to the north, and Oak Park and Royal Oak Township to the west. The city has an estimated 20,099 residents (2016) and is a full-service City with a Mayor-City Manager form of government. Incorporated as a village in 1918, it was later incorporated as a City in 1927. Woodward Avenue (M-1) is the main north/south thoroughfare with Interstate 696 near the northern boundary and 8 Mile Road (M-102) on the southern boundary; both are major east/west thoroughfares. Nine Mile Road cuts directly through the center of the city and runs east/west. The intersection of Woodward Avenue and Nine Mile is the central point for Ferndale's iconic downtown.

Recently certified by the Michigan Economic Development Corporation (MEDC) as a Redevelopment Ready Community (RRC) in 2017 and also recognized nationally as a Great American Main Street of America (GAMSA) by the National Main Street Center, Ferndale is a diverse cultural hub where a high quality of living and development is recognized at a statewide and national level. The City prides itself on the numerous entrepreneurs and small business owners that make up the fabric and the very essence of the city, giving it a unique vibe that is often imitated, but not easily replicated by other communities.

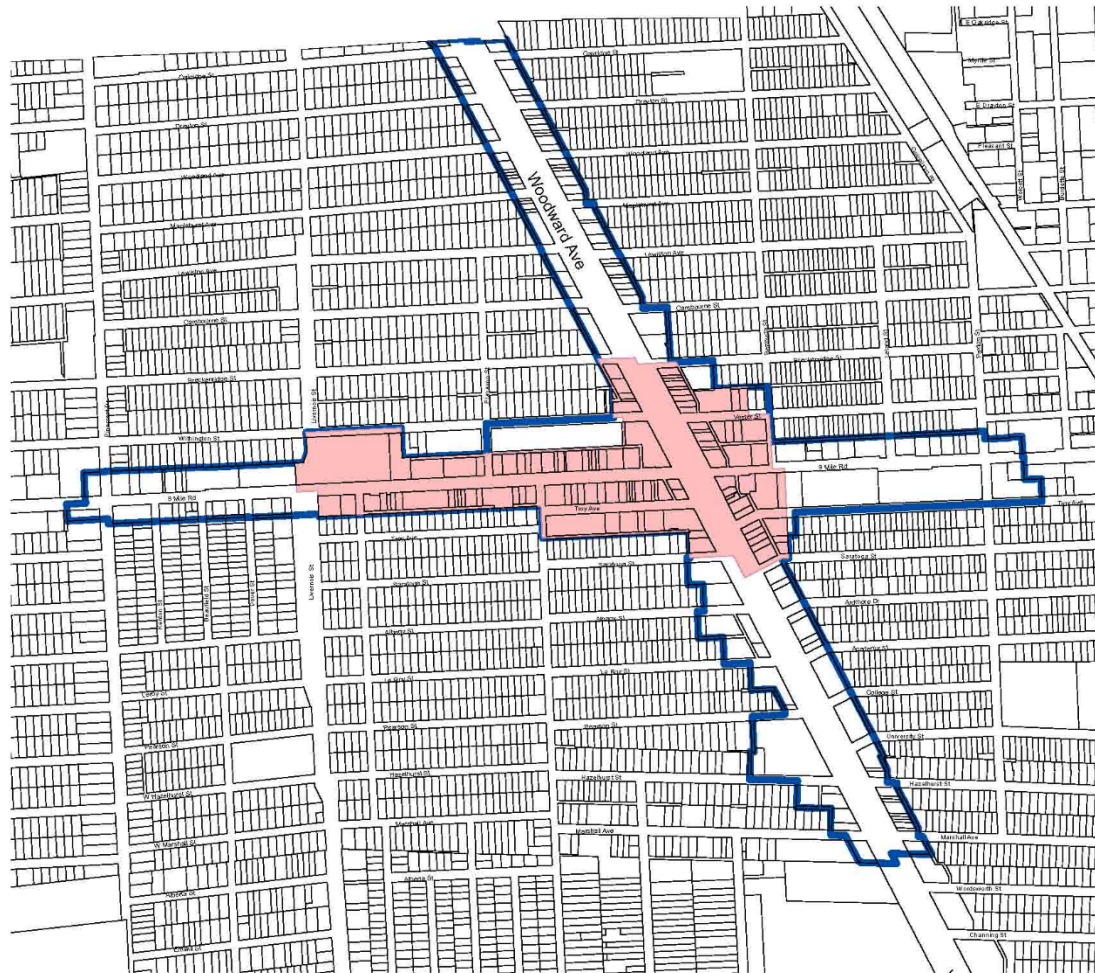
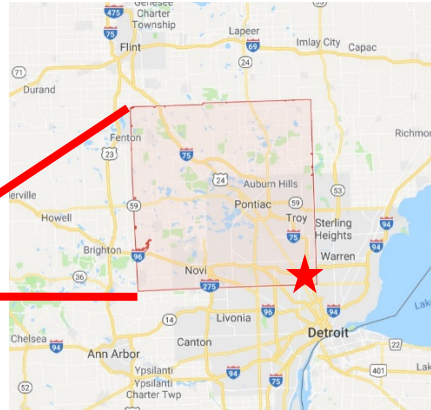
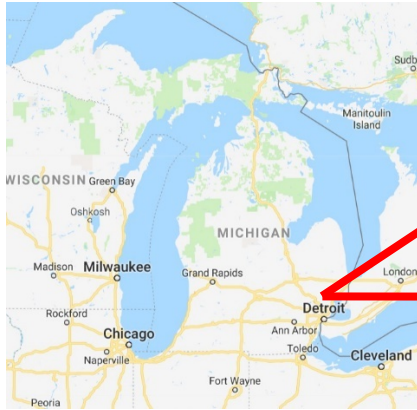
The Ferndale Downtown Development Authority (DDA) is responsible for district promotion, business development including attraction & retention efforts, infrastructure maintenance and improvement, and in partnership with the City of Ferndale – identifying innovative solutions for transportation alternatives, sustainability, waste management, parking operations, and identifying new and cutting edge placemaking initiatives.

## **Section 2: About the District**

The DDA District is roughly two (2) linear miles running along Woodward Avenue from Oakridge Street to the north down to Marshall Street to the south; and along Nine Mile Road from Pinecrest Drive to the west to Paxton Street to the east. Tax Increment Financing (TIF) is captured in a smaller area closer in to the Woodward & Nine Mile intersection. The Map on the next page shows the DDA boundary as a whole (blue outline) and the TIF area (pink shaded area) – see next page for map.

While the DDA only captures TIF in a limited area, the DDA does leverage an additional millage of approximately 1.3 mills throughout the entire district. Additionally, the Ferndale DDA has an agreement in place with the Ferndale Area District Library to allow for the continued capture of library millage revenues that were recently automatically opted-out per state legislation unless such an agreement could be reached.

## Maps



**Ferndale DDA  
and TIF District**  
City of Ferndale  
Oakland County, MI.



Tax Increment Financing Boundary  
 DDA District

There are approximately 350 businesses within the district and several new residential developments being built. Some notable current projects under development:

- Ferndalehaus Lofts (430 W. Nine Mile Rd.) – stage one is a \$14 million mixed-use development that includes approximately 100 new market-rate residential units currently under construction with another 30 to come at a later time. Also includes 5,000 sq. ft. of retail space on the first floor.
- Wolf River Development (East Nine Mile – address N/A) – 112 market-rate apartments with 3,000 sq. ft. of first floor retail space will be developed on the north side of East Nine Mile between Leland Street and Paxton Street.
- Former St. James School (22111 Woodward Ave.) – the school site behind St. James Church is being redeveloped in two phases to be converted into 70 senior living apartments with and additional 30 to come in phase two.
- The dot – The ‘dot’ (which stand for Development on Troy) is a City of Ferndale project that aims to develop the parking lot on the corner of W. Troy Street and Allen Street (commonly referred to as the lot “behind Rosie O’Grady’s”) with a \$20 million mixed use structure feature residential, office, and first floor retail as well as increasing the capacity of parking in the area from the existing surface lot capacity (increasing from 139 spaces to 398 spaces). For more info on The dot, visit the following two websites:

<http://www.parkferndale.com/ParkingDeck/tabid/112/Default.aspx>

<http://www.downtownferndale.com/development-on-troy/>

### **Section 3: Strategic Planning, Budget and Studies**

The DDA has completed a multi-year strategic planning process to ultimately simplify their objectives and align goals with the City of Ferndale. We identified Key Thrusts, our mission, vision, and core values along with a SWOT analysis. You can find all of this information as well as a link to our one-page plan here:

<http://www.downtownferndale.com/about-the-dda/dda-goals-objectives/>

The City and DDA have both recently completed market studies in 2015 & 2016 containing information about the trade area, demographics, and business sectors that exist within the city and the DDA district. You can find links to them under the “DDA Goals & Objectives” link provided above – just scroll down to the bottom of the page and click on the links and you can download a copy of each pdf.

The DDA last completed an update of our TIF & Development Plan in 2012. For this RFP, we are seeking assistance with updating this plan, as well as creating a Capital Improvement Plan (CIP) which identifies assets and aligns goals with realistic forecasts of revenues. To learn about our current TIF Plan, most recent budget, and to find the 2012 TIF & Development Plan, go to the following page and you can download copies:

<http://www.downtownferndale.com/about-the-dda/budget/>

#### **Section 4: Scope of Services and Deliverables**

##### Meetings

The DDA will expect the consultant to attend a minimum of 3 DDA Board Meetings (Kick-Off, Progress Report about half-way through process and also receive feedback from board at this time, and Final Report/Presentation), and a minimum of 2 City Council Meetings (Progress report and information gathering/feedback about mid-way through the process and a final Report/Presentation). Additional meetings with local community stakeholders must be held throughout the process to gather feedback (approximately 3-6 meetings which may include gathering feedback from the Library Board of Directors, Chamber of Commerce, and business owners in downtown). Additional meetings with DDA and City staff will be required throughout the process as needed.

##### Downtown Development Plan

The City recently completed an update of their Master Land Use Plan which can be viewed here: <https://www.ferndalemi.gov/resources/project-3>

The DDA would like to align our Downtown Development Plan with the City's Master Land Use Plan to assure the continued harmonious development throughout the district. There is a lot of development happening in Downtown Ferndale at this time (refer to section 3) and we want to make sure as we update infrastructure and services downtown that we are accommodating new and existing residents and businesses while staying on the cutting edge of the downtown experience.

##### Online Tools/Web Page Content

Help provide content that is web-friendly for the DDA's website as it relates to the Downtown Development plan and CIP.

##### Drawings/Renderings

Some capital improvement project ideas may require a drawing or rendering to illustrate what a project may look like when completed. It is recommended that a minimum of 6 full-page renderings be included in the cost proposal.

### Capital Asset Inventory

We expect the consultant to help identify existing capital assets in our downtown and what condition they are in (for example: trees, benches, fences, and so on) and help determine which ones may need repair, replacement, or elimination.

### Updated TIF Projections through 2032 period

A TIF Plan was completed for the DDA in 2012. As a new CIP plan is created, this may change the TIF projections dependent upon when the DDA will implement projects. The TIF plan must be updated according once major CIP projects are identified and costs are assigned. The DDA office will assist with determining regular annual operating expenses.

### Capital Improvement Budget (CIP) – Plan through 2032

Show TIF projections with revenues and expenses and help develop a comprehensive CIP list of projects with implementation timelines identifying when projects can begin, estimated costs, and how the DDA/City will pay for the projects.

### Public & Media Engagement

Press releases (Beginning, middle and end) may be required to gain public interest and communicate why/how we are completing the project. Some public media posts may be required, though the City and DDA staff can assist with posts through our existing social media outlets for most posts. The consultant may be asked to write a press release and provide some content for staff to post through social media channels or through the Ferndale DDA's eNews email.

### Legal

The consultant is responsible for knowing all applicable laws throughout this process and must follow them to assure transparency and that the DDA is in compliance with any and all requirements.

Deliverables will include 12 print copies and online/electronic copies of the following:

- Public and Media Engagement Materials as described in this section.
- Downtown Development Plan
- Capital Improvement Plan
- Capital Asset Inventory
- Updated TIF projections

All documentation may be amended into one cohesive document or be sections/chapters and do not have to be separate stand-alone documents and plans.



## Section 5: Selection and Evaluation

### Selection Method

Responses to the RFP will be evaluated using a point system. The evaluation will be completed by a committee composed of the DDA Executive Director, a member from the DDA Board of Directors, DDA Design Committee, DDA Business Development Committee, a member of City Council, and City Staff. The submitted written proposals will be initially evaluated by the evaluation committee according to the criteria and point system described below. This initial evaluation will determine which, if any, proposer(s) is/are to be interviewed. As a result of the interview(s), the proposals will be re-evaluated to determine the most qualified, capable, and cost-effective proposer to perform DDA maintenance and other services.

After selecting a consultant, the DDA anticipates beginning the process in August and allowing 6-8 months for completion. The timeframe is flexible, however, the DDA will favor consultants that can complete the process in the allotted time.

### Evaluation Criteria

- Proposed Services and Professional Qualifications (40%)  
Consultants will first be screened by the RFP Committee Members which will be comprised of members of the DDA staff, Board of Directors, Library Board of Director, City Council, and some DDA sub-committee members that may possess specific experience as it relates to this evaluation process. Qualified respondents that address each component listed in section 4 will be asked to come in for an interview if selected by the RFP committee. Demonstrated prior experience in any areas mentioned in this document will be considered.
- Interviews (40%)  
The RFP Committee will choose to interview qualified consultants and will request a brief presentation/walk-through of their proposal (approximately 15-20 minutes). Interviews will be held in mid-July depending on the availability of the RFP Committee and the selected consultant's availability. Please plan on allowing for approximately 30-40 minutes for questions.
- Cost (20%)  
The Ferndale DDA will select a consultant that is cost conscious and mindful of the budget. Approximately \$70-\$80,000 has been allocated to completion of this project.

## **Section 6: Submission Instructions**

### **Purpose**

The purpose of this is for the Ferndale DDA to obtain written proposals with cost estimates from qualified proposers to create a new Downtown Development Plan, updated TIF revenue calculations based on current trends, a Capital Improvement Plan, an asset inventory with maintenance and replacement schedule, and to assure the DDA is in compliance with the most recent legislation as required by the State of Michigan.

### **Submission Deadline**

To be considered, each proposer must submit a complete proposal to this RFP, using the format provided. No other proposals shall be submitted. The proposal must be signed in ink by an official authorized to bind the proposer to its provisions. The proposal must state the period it will remain valid - a period at least 90 days from the due date for the proposals to this RFP.

Proposals shall be submitted to the Ferndale DDA on or before **Noon, Friday, June 29, 2018**. No proposal will be accepted after noon of that date. Six hard copies and one electronic copy of the proposal must be received at the address listed in the next sub-section titled "Issuing Office."

### **Issuing Office**

This RFP is issued by the Ferndale DDA. Correspondence regarding the RFP must be addressed to:

Ferndale Downtown Development Authority  
Attn: Barry Hicks, Executive Director  
300 E. Nine Mile  
Ferndale, MI 48220

Email: [barry@downtownferndale.com](mailto:barry@downtownferndale.com)

### **Contract Administrator**

Following the signing of the contract, all communications concerning the contract must be directed to Barry Hicks, Ferndale DDA Executive Director.

### **Incurring Costs**

The Ferndale DDA is not liable for any cost incurred by proposers prior to signing a contract.

### **Pre-Proposal Questions**

Questions regarding the proposal may be submitted to [barry@downtownferndale.com](mailto:barry@downtownferndale.com) by **noon on Friday, June 8, 2018**. Answers to those questions will be posted by Friday, June 15, in a group email to those who have submitted a letter of intent or in a manner that is accessible by all interested parties. Each proposer shall acquaint itself fully with all aspects of the conditions

surrounding this RFP and the contract documents. Each proposer shall also be acquainted with state, county and local laws and ordinances that may affect the work.

**Timeline For RFP Process**

<b>Date</b>	<b>Action</b>
May 10	Executive Director requests authorization to post RFP
May 10-25	RFP document is finalized and Attorney provides language; RFP committee is formed
May 25	RFP is posted
June 8	Questions regarding the proposal are due by noon
June 15	Responses to consultant questions are shared
June 29	Proposals are due by noon
July 9-20	Timeframe when RFP Committee interviews consultants (depending on availability)
July 27	Recommendation from RFP Committee to DDA Board is submitted
August 9	DDA Board considers RFP Committee recommendation to hire a consultant during regular board meeting