

## **TASK ORDER FOR ON-CALL DESIGN PROFESSIONAL SERVICES AGREEMENT**

This Task Order for On-Call Design Professional Services Agreement (“**Task Order**”) is between PARK CITY MUNICIPAL CORPORATION, a Utah municipal corporation (“**PCMC**”), and HAPPY CITIES STUDIOS INC., a Canadian B corporation (“**Design Professional**”).

The Design Professional has an active On-Call Design Professional Services Agreement with PCMC, dated 04/18/24, that provides for standardized contractual provisions and a streamlined procurement process for specific services (the “**On-Call Agreement**”).

**This is Task Order 1 under the On-Call Agreement.**

The parties therefore agree as follows:

### **ARTICLE 1 – On-Call Agreement.**

All provisions of the On-Call Agreement will continue to apply during the term of this Task Order.

### **ARTICLE 2 – SCOPE OF SERVICES.**

- A. Scope of Services. Design Professional shall perform the services and tasks identified and designated as Design Professional responsibilities throughout the On-Call Agreement and as outlined in **Schedule A** attached to this Task Order (“**Scope of Services**”).

### **ARTICLE 3 – TERM.**

This Task Order will become effective as of the date the last party signed it as indicated by the date associated with that party’s signature. The term of this Task Order ends at midnight on 06/30/25, unless terminated sooner or extended with the mutual written consent of the parties.

### **ARTICLE 4 – COMPENSATION.**

For performance of the Scope of Services, PCMC shall pay a total fee in an amount not to exceed **\$83,040.00**. Any work performed in addition to or outside the Scope of Services must be at the written request of PCMC, for which PCMC will pay Design Professional according to the rates in the On-Call Agreement. If no rates are included, PCMC will pay for additional work as agreed to by both parties in writing.

**PARK CITY MUNICIPAL CORPORATION**

Date: May 29, 2024

DocuSigned by:  
Matt Dias  
D5D5222E88E240E...  
Matt Dias, City Manager

Attest:  
DocuSigned by:  
Michelle Kellogg  
E3F9058B533F431...  
City Recorder's Office

Approved as to form:  
DocuSigned by:  
Cate Brabson  
386F31B71A2243C...  
City Attorney's Office

**HAPPY CITIES STUDIO INC.**, a Canadian corporation  
Tax ID #: US Foreign TIN 779464924  
Address: 102 – 1183 Odlum Drive  
Vancouver, BC V6A0C6

Date: May 29, 2024

DocuSigned by:  
Houssam Elokda  
77C8A4CCDE8842B...  
By: \_\_\_\_\_  
Houssam Elokda  
Managing Principal  
An authorized signer

## SCHEDULE A - SCOPE OF SERVICES

### Park City Main Street Project – Work Plan

Happy Cities

May 2, 2024

<p><b>May</b> Committee Meeting - <a href="#">In Person</a></p>	<ul style="list-style-type: none"> <li>● <b>Background planning &amp; preparation.</b> We hold scoping meetings with the project team and conduct initial background research on the Park City context.</li> <li>● <b>Strategy meetings.</b> We will meet with city staff on messaging, data collection, next steps, and goals for the following stages.</li> <li>● <b>In-person committee meeting facilitation.</b> We will ask committee members to identify their vision and goals for the project, and start identifying potential scenarios for action.</li> <li>● <b>Draft a Take-Aways Report.</b> We will lead work on assembling committee feedback into a short public document that reports on the key take-aways from the meeting. We will iterate this document with staff. We will also develop internal recommendations for next steps.</li> </ul> <p><b>Deliverable:</b> Take Away Report and Recommended Next Steps.</p>
<p><b>July</b> Committee meeting - <a href="#">In Person</a></p>	<ul style="list-style-type: none"> <li>● <b>Develop concepts.</b> We will work with the project design team to develop 1-3 high-level scenarios for the plan, based on input from the first meeting. We will assemble evidence, best practices, and other materials to help explain the reasoning behind the scenarios.</li> <li>● <b>Preparation for Committee Meeting.</b> We will collaborate with Park City staff and the project team to develop a plan for the meeting and all necessary materials. We can lead or support facilitation, at staff discretion and direction. This will include:             <ul style="list-style-type: none"> <li>○ Facilitated discussion.</li> <li>○ Workshop activities.</li> <li>○ Asynchronous engagement activities.</li> </ul> </li> <li>● <b>Brand language.</b> We will collaborate with Park City communications staff to develop designs for project slides, reports, and other communications materials. The goal is to develop a visual language for the project so that people can easily recognize materials related to it.</li> <li>● <b>Facilitate committee meeting.</b> We will help facilitate the meeting. In particular, we will outline what we heard during the first round of engagement and how we took action on it. We will support on leading discussion on next steps.</li> </ul>

	<ul style="list-style-type: none"> <li>● <b>Draft a Take-Aways Report.</b> We will lead work on assembling key points from committee feedback into a short public report. We will also develop internal recommendations for next steps.</li> </ul> <p><b>Deliverable:</b> Public What We Heard Report.</p>
<p><b>July - August</b> Initial design recommendations</p>	<ul style="list-style-type: none"> <li>● <b>Collaborate on concept designs.</b> We will work collaboratively with the project team to further develop the scenario(s) selected by the committee.</li> <li>● <b>Communications materials.</b> We will craft press releases, online ads, and other promotional materials for the project and engagement. These materials will include messaging on how the project supports wellbeing and the city's other goals, with a focus on evidence-based decision making. We will send these materials to the city's marketing team for them to distribute.</li> </ul>
<p><b>September</b> Public engagement - <a href="#">In person.</a></p>	<ul style="list-style-type: none"> <li>● <b>Engagement materials.</b> Happy Cities will prepare public-facing materials for public engagement. These deliverables will be co-branded to prominently highlight the City's role, together with the consulting team. We will bring together materials from the various consultant teams to create a single, visually cohesive set of powerpoint slides, boards, or other materials for the event, highlighting: <ul style="list-style-type: none"> <li>○ The history of the project, why it is coming forward now, and the process for designing it.</li> <li>○ The evidence-based rationale for this project, wellbeing, and the city's other goals.</li> <li>○ A clear set of well-defined questions focused on what the public can actually change in the project. The questions and materials will focus on visuals of good design, and avoid abstract trigger words, like density and height.</li> </ul> </li> <li>● <b>Engagement.</b> We will design, manage, facilitate, and record feedback for the engagement event, with the support of Park City staff.</li> <li>● <b>What We Heard Report.</b> We will draft a report identifying the core findings from public engagement. We will also consolidate the key takeaways from the first two committee meetings and how we took action on those findings.</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>● Public engagement materials</li> <li>● Public engagement.</li> <li>● What We Heard Report.</li> </ul>
<p><b>October.</b> Council Meeting - <a href="#">In person.</a></p>	<ul style="list-style-type: none"> <li>● <b>Prepare draft report and presentation for Council.</b> Includes What we Heard, advisory committee input, design proposals, design justifications, etc.</li> </ul>

	<ul style="list-style-type: none"> <li>● <b>Council meeting preparation.</b> We will support the project team on necessary written materials for the Council meeting.</li> <li>● <b>Council Meeting.</b> We will be available in-person to answer any questions on the evidence, messaging, and What We Heard Report.</li> <li>● <b>Revised draft report:</b> We will revise the draft report, based on direction from Council.</li> </ul> <p><b>Deliverables.</b></p> <ul style="list-style-type: none"> <li>● Preliminary report to Council (delivered prior to meeting)</li> <li>● Presentation deck (presented during Council meeting)</li> <li>● Internal summary of key takeaways from Council meeting (delivered after Council meeting)</li> <li>● Revised draft report</li> </ul>
<p><b>December</b> Final recommendations to Council - <a href="#">In person</a>.</p>	<ul style="list-style-type: none"> <li>● <b>Design recommendations / guidelines.</b> We will work closely with the project team on the final design recommendations and/or design guidelines based on public and Council feedback.</li> <li>● <b>Communications.</b> We will write press releases, social media posts, and blog posts to announce the final recommendations. We will highlight its evidence-based value to the community, and the process for developing the design.</li> <li>● <b>Council meeting.</b> We will craft slides and join in-person for the final presentation to Council.</li> <li>● <b>Final report:</b> We will work with the consulting team to make final revisions to plan, based on Council feedback.</li> <li>● <b>RFP outline.</b> We will outline an RFP for next steps on the plan. We may potentially draft the RFP itself, depending on decisions of Council and staff.</li> </ul> <p><b>Deliverables.</b></p> <ul style="list-style-type: none"> <li>● Report to Council (delivered prior to meeting)</li> <li>● Presentation deck (presented during Council meeting)</li> <li>● Revised report</li> <li>● RFP outline</li> </ul>