

What are the project goals and objectives?

- Understand how investment in the public realm may attract private investment into the downtown and attract jobs
- Define the experience and animate public life
 - Increase street activity during peak and non-peak periods
 - Establish a unique experience that addresses existing character and heritage, and attracts and sustains a range of established and unique business activity
 - Create something for everyone, celebrate fun, and encourage social mixing
 - Find ways to address social disorder and help citizens feel safe
- Define the space and reimagine the public realm
 - Create a pedestrian friendly, comfortable year-round environment from end to end
 - Determine the appropriate modal balance for pedestrians, cyclists, goods movement and vehicles
 - Find the right balance of investment

What is the contract amount and funding source?

- The contract amount for producing a conceptual design for Stephen Avenue is \$500,000.
- It will take roughly 10 months to produce a conceptual design.
- There is currently no available funding for long-term improvements.
- We are currently seeking funding from public and private sources for low-cost short term improvements, beginning in 2020.
- The City is responsible for \$150,000.
- The Calgary Downtown Association is contributing \$350,000.

What was the request for proposal process?

- The City received 11 proposals from combinations of local, national and international firms.
- International trade agreements mean that contracts over \$75,000 cannot be solely locally sourced.
 - These trade agreements ensure Calgary based companies are able to bid on contracts in other countries.
- All proposals included local team members, in the form of subcontractors to support design, planning, accessibility and economic analysis, among other areas.
- The City used the following process to select a successful proponent:
 - A request for proposal
 - A three stage evaluation, including verification of compliance with the terms of the request for proposal, evaluation of rated criteria outlined in the request for proposal, and interviews with potential proponents
- The rated criteria that proposals and interviews were evaluated on included project understanding, project methodology, communication and engagement, project team and project experience.
- This evaluation placed a balance on project experience similar to the Stephen Avenue project, local experience and experience working in similar economic environments to Calgary's current condition.

Why an international firm?

- Through the interview process, Gehl's San Francisco office, and Stantec's Calgary office, were the clear choice for this project based on how their experience and project proposal met the evaluation criteria.
- Gehl is an internationally renowned urban design and research firm and a leader in the fields of architecture, urban design, landscape architecture, and city planning.
- Their team brings global city planning best practices to this project, while utilizing the local knowledge of design team members.
- Investing in the future of Stephen Avenue is a fundamental piece of The City's Downtown Strategy – the effort to support and incentivize private investment, generate visits and spending, and provide amenities and services to enhance the quality of life for people living and working in Calgary's downtown.
- Gehl's experience and proposal was most suited to meeting the goals of the project and the goals of The City's Downtown Strategy.
- Gehl's work on the 16 Street Pedestrian Mall in Denver and Market Street in San Francisco serve as past experience that relates directly to the Stephen Avenue project work.

Where is the local expertise?

- While Gehl is an internationally-based firm, they have teamed with Stantec's Calgary office.
- Stantec provides local knowledge and experience working on City of Calgary design and transportation projects to the team.
- In the initial phase of the project Stantec will provide design, engineering and engagement expertise to the project.
- When you're visioning and creating concepts global knowledge is important, but when implementing local knowledge is the primary driver.
- In the long term this project may generate up to \$37 million into the local economy through consulting services (up to \$4 million) and construction.
- In future, currently unfunded phases, Stantec will take on the lead role from Gehl, with a focus on detailed design, programming, activation and stewardship of the project. They will also serve as the project's landscape architect of record.