### CINCINNATI, OHIO | 16 JULY 2020

Allston Complete street project

## Prepared for

Anthony Issacs  
Board Member  
Oakley Community Council  
anthony.isaacs@oakleynow.com

## Summary of the Job to be Done

Cincinnati’s Oakley neighborhood has been undergoing significant changes in recent years. The Oakley Community Council (the Client) has spearheaded the efforts connected to this change, many of which have contributed to a more vibrant and walkable mixed-use district along Madison Rd. The energy and growth along this corridor is almost unparalleled in the region and with that important conversations are happening about multi-modal and shared streets. In an effort to turn these conversations into real action, the Client is interested in testing a variety of street configurations along Allston St (the Site). The Site includes a variety of active and passive uses along its one block stretch between Madison Rd. and Minot Ave. and connects the commercial corridor to the residential streets of the neighborhood.

We understand the Job to be Done as follows:

1. Design three new configurations of the Site that include outdoor seating and enhanced pedestrian space
2. Develop an implementation strategy and budget for the interventions
3. Secure materials and install the interventions with the Client and the community
4. Maintain, operate and observe the Site installations

## Scope of Work

We propose the following:

**Activation + Testing** [3 months]

Our process is to work with you over a three-month period to design and implement tactical improvements and activations at the Site.

The sum of these improvements will yield pilot projects and active events that will enliven the Site and reinforce a story of vibrancy and walkability for Oakley, all while setting the stage for more permanent infrastructure investments along the Site in later years.

The process will include:

* Activation and tactical street designs
* Implementation planning for tactical street improvements and activation
* Implementation of tactical street improvements and one activation per site configuration, in partnership with the Client, partners and community committees
* Final look books of photos from the activation/installation(s) with recommendations for future infrastructure changes

### Deliverables

At the end of the process, you can expect to have the following:

1. Three tactical configurations of the Site
2. A Tactical Space Activation Document (includes photos of activations and future infrastructure recommendations)

### Fees and Costs

The following fees correspond to the provision of the outlined Scope of Work:

Site Designs $10,000

Implementation + Operations $20,000

Final Deliverable $10,000

\*Build Out Expenses $10,000

**Total $50,000**

\*All out of pocket expenses not related to build out will be billed in addition to the fees at 1.0x costs.

We look forward to working with you and your team.

Sincerely,

Kevin Wright

Principal