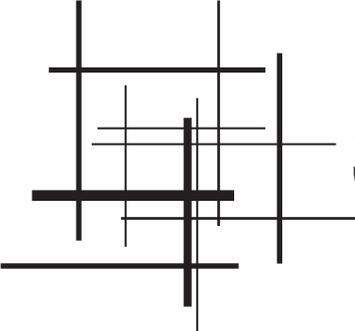


NICOLE  STEELE

landscape architecture | urban design | planning

"A society grows great when old men plant trees
whose shade they know they shall never sit in."
- Greek Proverb

contents

nicole elizabeth steele

Masters of Landscape Architecture with a Certificate in City Design
Bachelors of Landscape Architecture with a Minor in Graphic Design
North Carolina State University College of Design

nicole@nicolesteele.com
(919)906-6205

nicolesteele.com

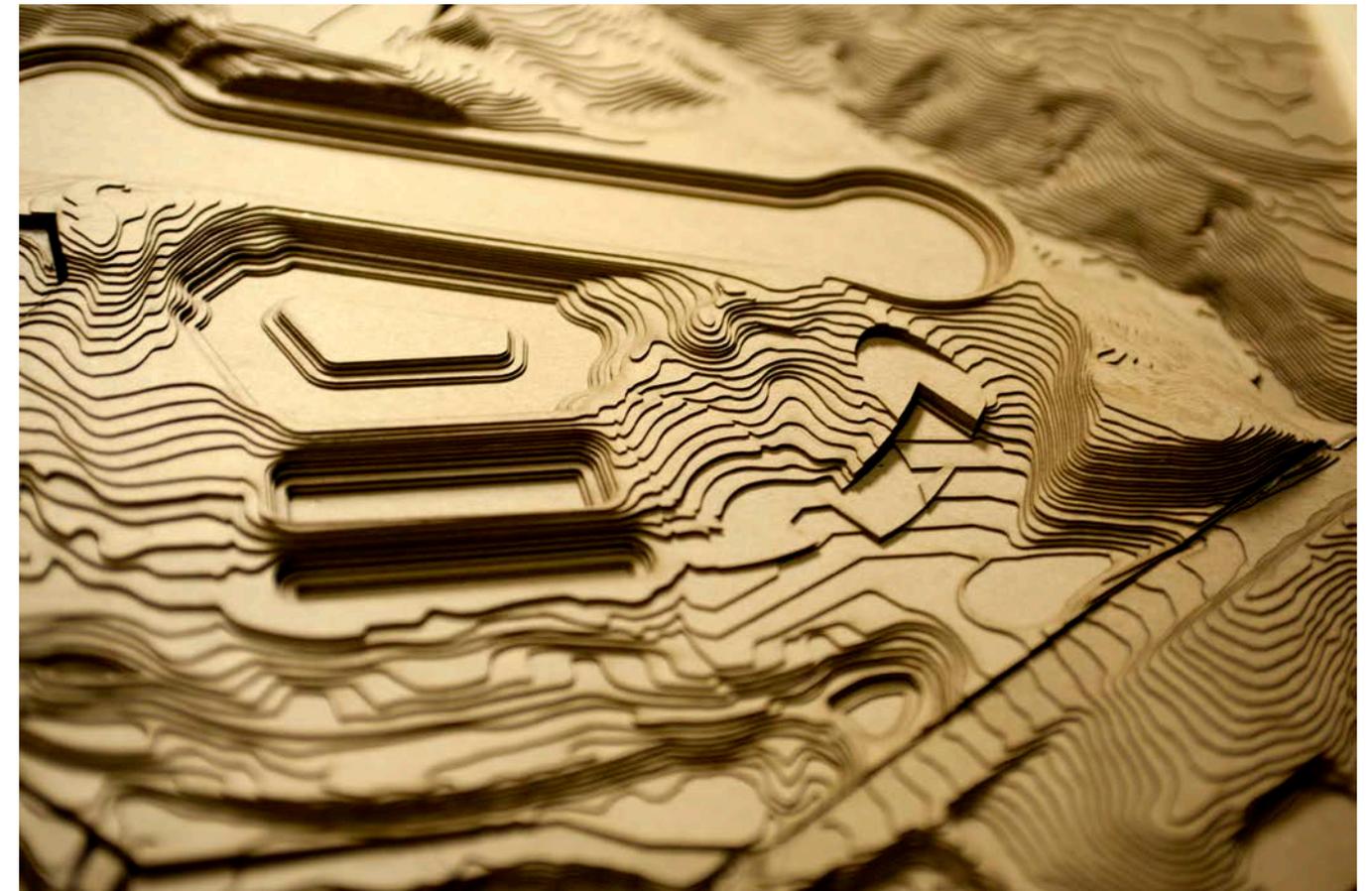
master planning
urban design
research + analysis
technical skills

master planning



"Opportunity is missed by most people because it is dressed in overalls and looks like work."

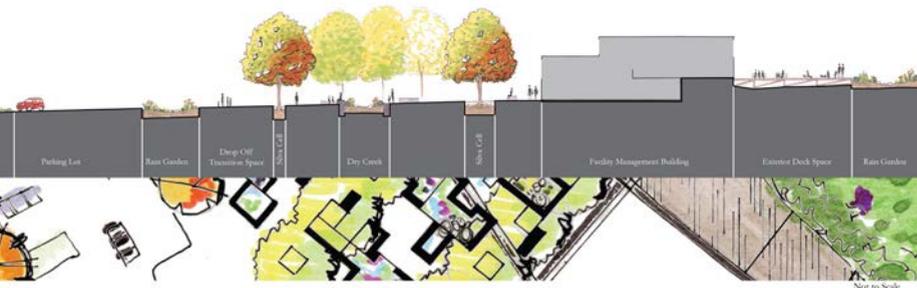
- Thomas Edison

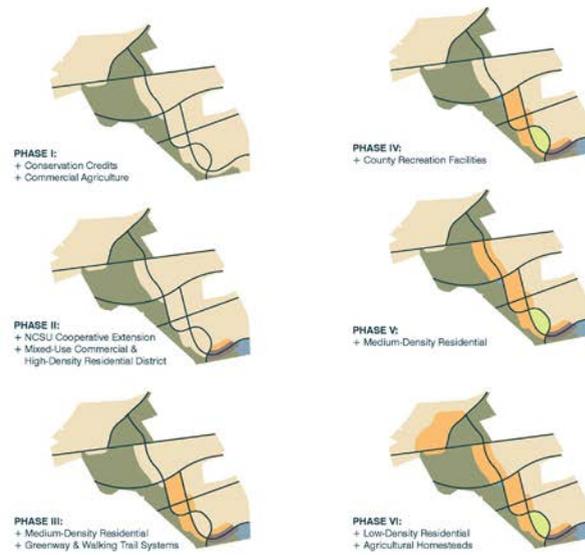


Task: Self-led final project.

Response: Design an urban extreme sports complex featuring cable wakeboarding facilities and a waterski lake on a brownfield site located in Charlotte, NC. Proposal included site selection based on future development and transit opportunities and consideration for non-vehicular connectivity, stormwater management, social interaction, and revenue generation through commercial space, events, and a small scale performance venue.

Course: Final Capstone Studio, Fernando Magallanes, Fall 2011





THE LEGACY AT SUNSET: MASTER PLAN + PHASING

Honoring the region's legacy of agriculture production and natural forestland, much of this type of existing land will remain. The central portion of the site, home to pocosins and wetlands, will be preserved for wildlife conservation, research, and tourism. Prime agriculture land will be maintained as an active commercial farm supplying the on-site market and nearby elementary school. Residential areas will be constructed with minimal removal of significant trees, which will add value to the community and reduce construction removal costs. Businesses that occupy the commercial area of the site should support niches in the tourism industry as well as the region's historical agriculture and emerging medical industries. Co-working spaces will bring together freelancers and telecommuters, allowing them to live and work in a culturally rich community that reflects their lifestyle preferences.

With around 2,200 possible residential units on site, The Legacy at Sunset will dramatically increase density and tax base for the area. As a key landmark and crossroads for coastline travelers and inland-to-coast

visitors, the community is uniquely positioned for success. Amenities will include trails, recreation facilities, flexible open space and more. In contrast to the nearby Ocean Ridge Plantation, which has 50% open space reserved for use by golfers, The Legacy at Sunset will have over 70% open space, all available for use by the general public.

The first step in the development process will be to designate the central portions of the site as conservation zones in order to qualify for conservation credits and generate capital. Subsequently, the commercial and institutional buildings along U.S. Highway 17 will be developed to increase activity on the site and establish the highest-density areas first. Once the commercial zone is established, residential units will be developed along the southern portion of the site, adjacent to the commercial zone. The county will then have a sufficient increase in the area tax base to be able to construct new recreation facilities. Remaining residential areas can be built with a reasonably flexible timeline to match market demand and meet the desired return on investment.

COASTAL DYNAMICS DESIGN LAB 139



THE LEGACY AT SUNSET: OWNERSHIP & ADJACENT USES

Traditional developments maximize the number of residential units by building homes on both sides of the street. This practice places a price premium on units with backyards adjacent to a natural or conservation area as opposed to units that back into another backyard. While this increases profit, it decreases the perception of accessibility to the shared community amenity of conserved land. Natural spaces that are not owned by a homeowner but are adjacent to their backyard become a perceived extension of their private yard, and it is unlikely that another user will feel comfortable in that space. One way to reinforce natural or conservation areas as community amenities is to remove residential units on that side of the street. The street then separates the private parcel and the community space, which supports a more inclusive and equitable culture. This design also allows more visibility from the road and sidewalk into the open space or conservation area, which can create a safer environment.

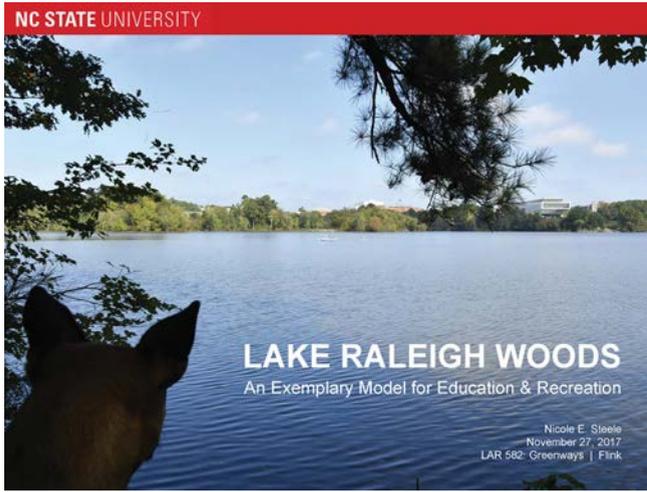
On the other hand, the construction of residential units adjacent to conservation units can generate revenue by offering to homeowners who wish to be as close to nature as possible and are willing to pay for that privilege. One approach is to prioritize high-density housing, as opposed to single-family units, in the areas where residences are directly adjacent to an open space or conservation area. This increases the number of owners or occupants who have greater physical and visible access to the community amenity — and who will pay a premium for it.

In areas where residential units overlook commercial agriculture, a buffer of 150 feet is recommended to minimize noise from tractors and machinery. This buffer space can include sidewalks, roads, greenways, and swales. The swales serve to collect and manage both stormwater and irrigation runoff. The greenway is part of a larger loop around the whole site that allows users to observe active farming techniques and to see the full cycle of crop production from seed to harvest.

COASTAL DYNAMICS DESIGN LAB 141



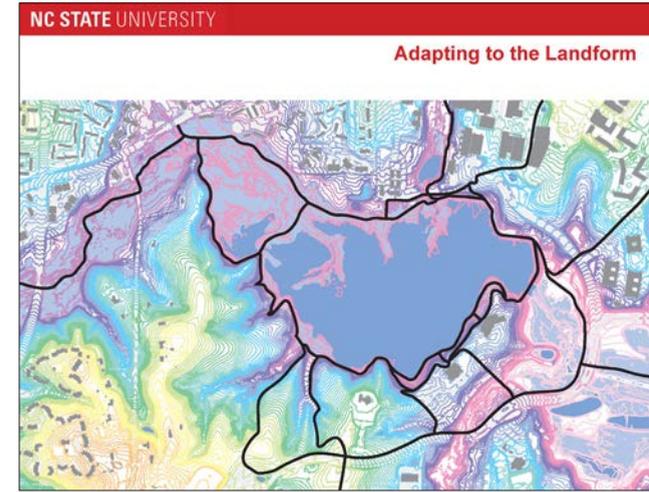
Task: Develop a master plan concept focused on mixed-use development.
Response: Use the existing environmental features to inspire the organization of site infrastructure and buildings and create a sustainable and economically viable plan.
Course: Coastal Dynamics Design Studio, Andrew Fox/David Hill, Spring 2017



Task: Craft a high-level conceptual masterplan for a greenway system around Lake Raleigh on NC State University's Centennial Campus.

Response: Enhance the traditional uses of greenways by leveraging the environmental resources to support the university's overall goals and aspirations for exemplary educational opportunities.

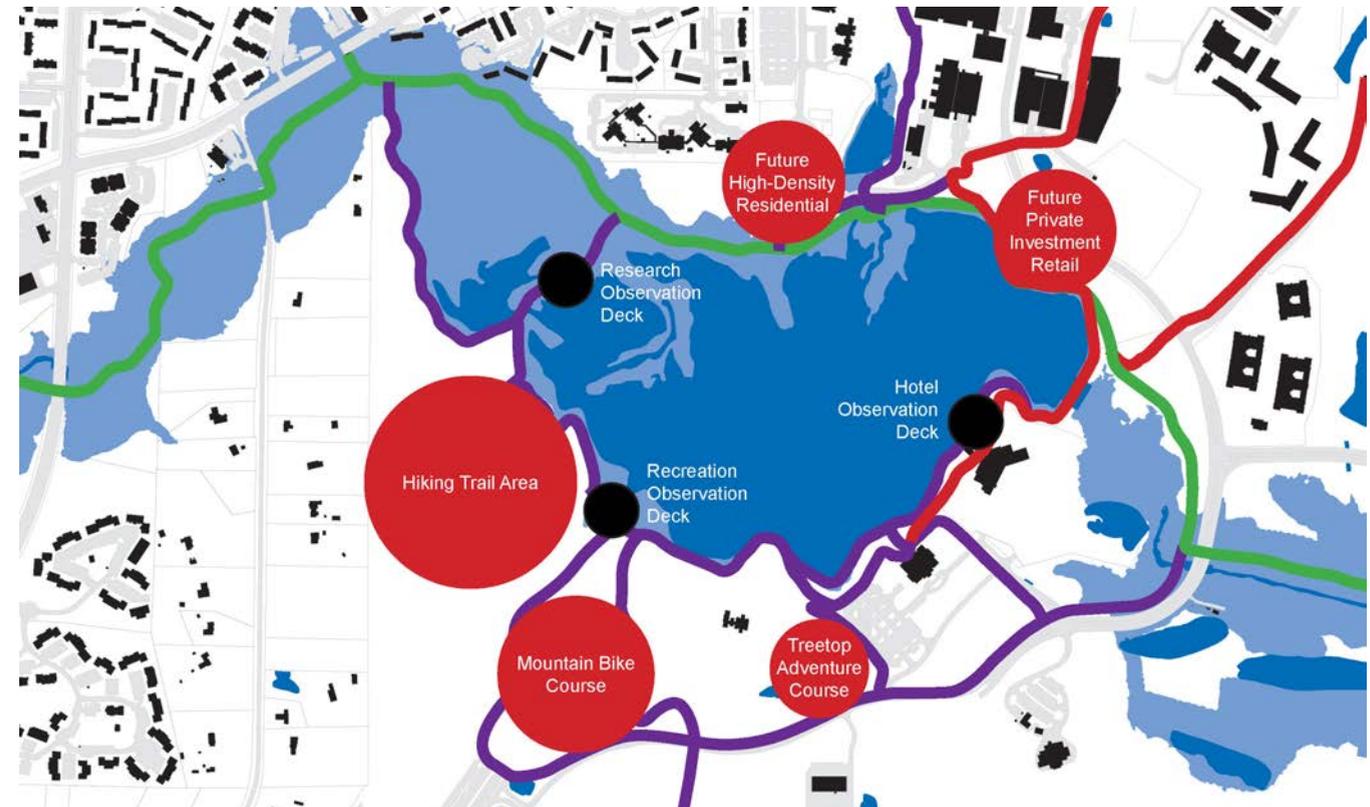
Course: Greenways, Chuck Flink, Fall 2017



NC STATE UNIVERSITY

Campaign Priorities & Lake Raleigh Woods

<p>OPPORTUNITY</p> <ul style="list-style-type: none"> • A Beacon for Brilliant • Students Dream Beyond the Ordinary • Extend Education Opportunities 	→	<p>OPPORTUNITY</p> <p>Expand education beyond university students & faculty</p>
<p>PURPOSE</p> <ul style="list-style-type: none"> • Solutions for a Better World • Interdisciplinary Partnerships • Comprehensive Research Powerhouse 	→	<p>PURPOSE</p> <p>Utilize student innovation to design & engineer site components & materials</p>
<p>PLACES</p> <ul style="list-style-type: none"> • Buildings to Match Our Ambition • A Future With No Limits • Global Model 	→	<p>PLACES</p> <p>Ensure highest quality & care in construction methods & sustainability</p>
<p>EXPERIENCE</p> <ul style="list-style-type: none"> • Broad Horizons • Achievers and Lifelong Learners • Hands-on Discovery & Learning 	→	<p>EXPERIENCE</p> <p>State-of-the-art laboratory & research facility for NC State & beyond</p>
<p>LEADERSHIP</p> <ul style="list-style-type: none"> • Rising to the Challenges • We Lead, Together • Applied Innovation - Solutions & Prosperity 	→	<p>LEADERSHIP</p> <p>Continuous documentation & evaluation, publish results for others to model</p>



urban design



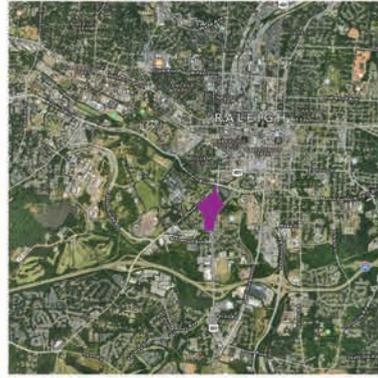
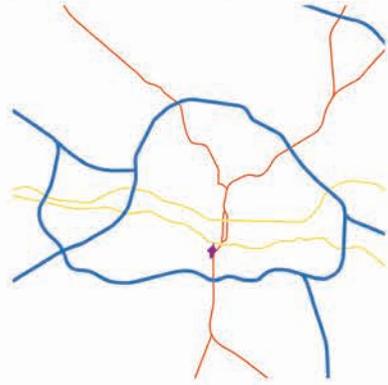
“Character is how you treat those
who can do nothing for you.”
- Anonymous

Task: Engage the community to both experience the existing Dorothea Dix Park and gather ideas and feedback for the master planning process.

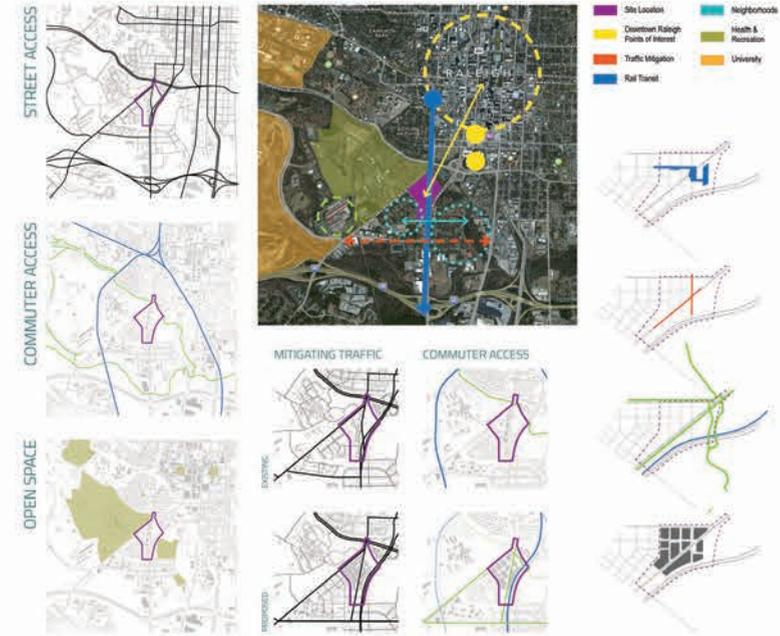
Responsibilities: Support community engagement efforts through coordination of logistics for meetings, festivals, and lectures as well as manage the communication efforts to publicize information about each event.

Employer: City of Raleigh, Dorothea Dix Park

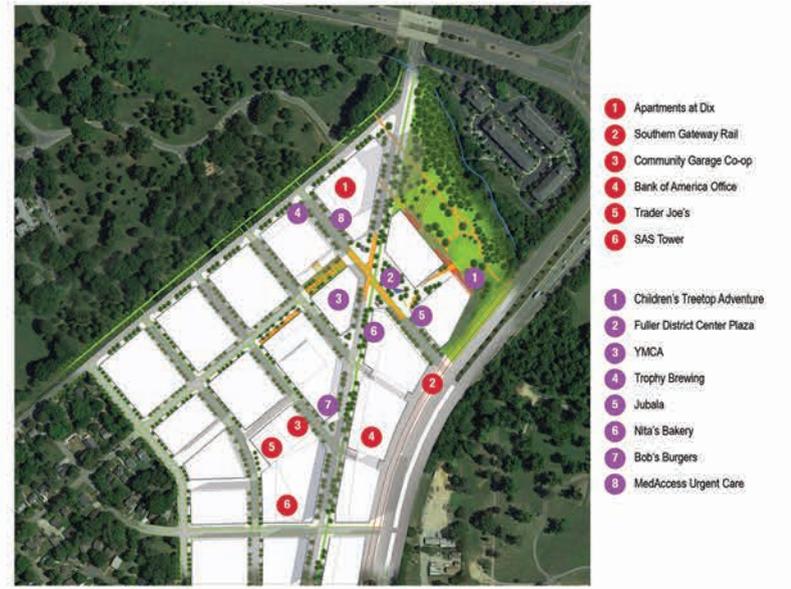
LOCATION + CONTEXT



STRUCTURE + CONNECTIVITY



DISTRICT MASTER PLAN



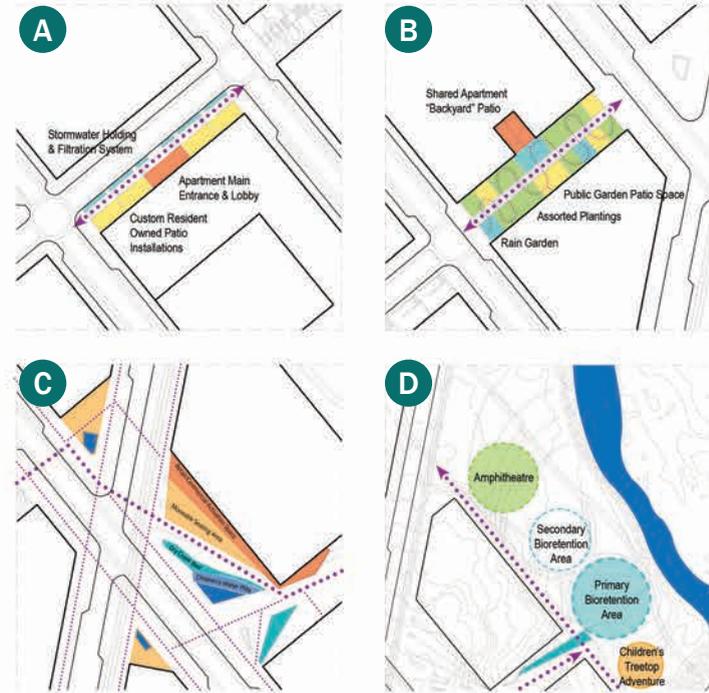
- 1 Apartments at Dix
- 2 Southern Gateway Rail
- 3 Community Garage Co-op
- 4 Bank of America Office
- 5 Trader Joe's
- 6 SAS Tower
- 1 Children's Treetop Adventure
- 2 Fuller District Center Plaza
- 3 YMCA
- 4 Trophy Brewing
- 5 Jubala
- 6 Nita's Bakery
- 7 Bob's Burgers
- 8 MedAccess Urgent Care

NICOLE E. STEELE | SPRING 2016 | LAR 500 CITY DESIGN STUDIO

Task: Create a high density urban design solution for the Fuller Heights and South Saunders Street neighborhood.

Response: Suggest a design that focused development in the abandoned/ industrial blocks, provided alternative and affordable housing and jobs for current residents, responded to views of downtown, embraced the Rocky Branch Creek, and factored in future impacts of the redeveloped Dorothea Dix property.

Course: City Design Studio, Robin Abrams, Spring 2016



NICOLE E. STEELE | SPRING 2016 | LAR 500 CITY DESIGN STUDIO

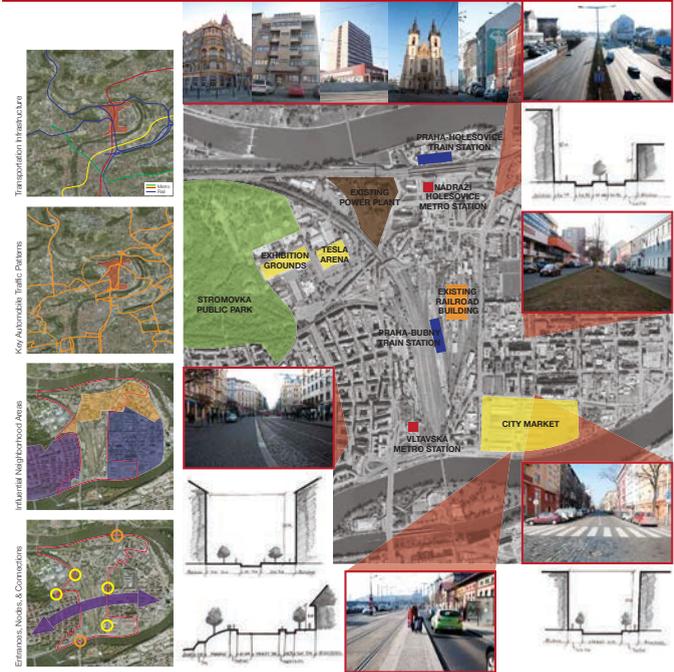
HOLEŠOVICE BROWNFIELD

eliminating | connecting | redeveloping



neighborhood character & context

site analysis phase



NC STATE UNIVERSITY | College of Design Prague Institute | Spring 2011
LAR 565 Final . Shepard Butler . Matthew Jones . Nicole Steele . Instructor: Martin Perik

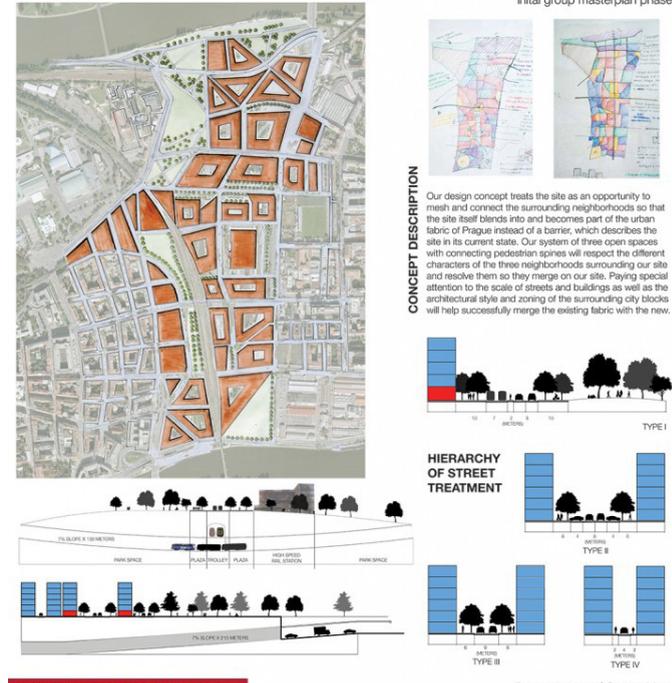
HOLEŠOVICE BROWNFIELD

eliminating | connecting | redeveloping

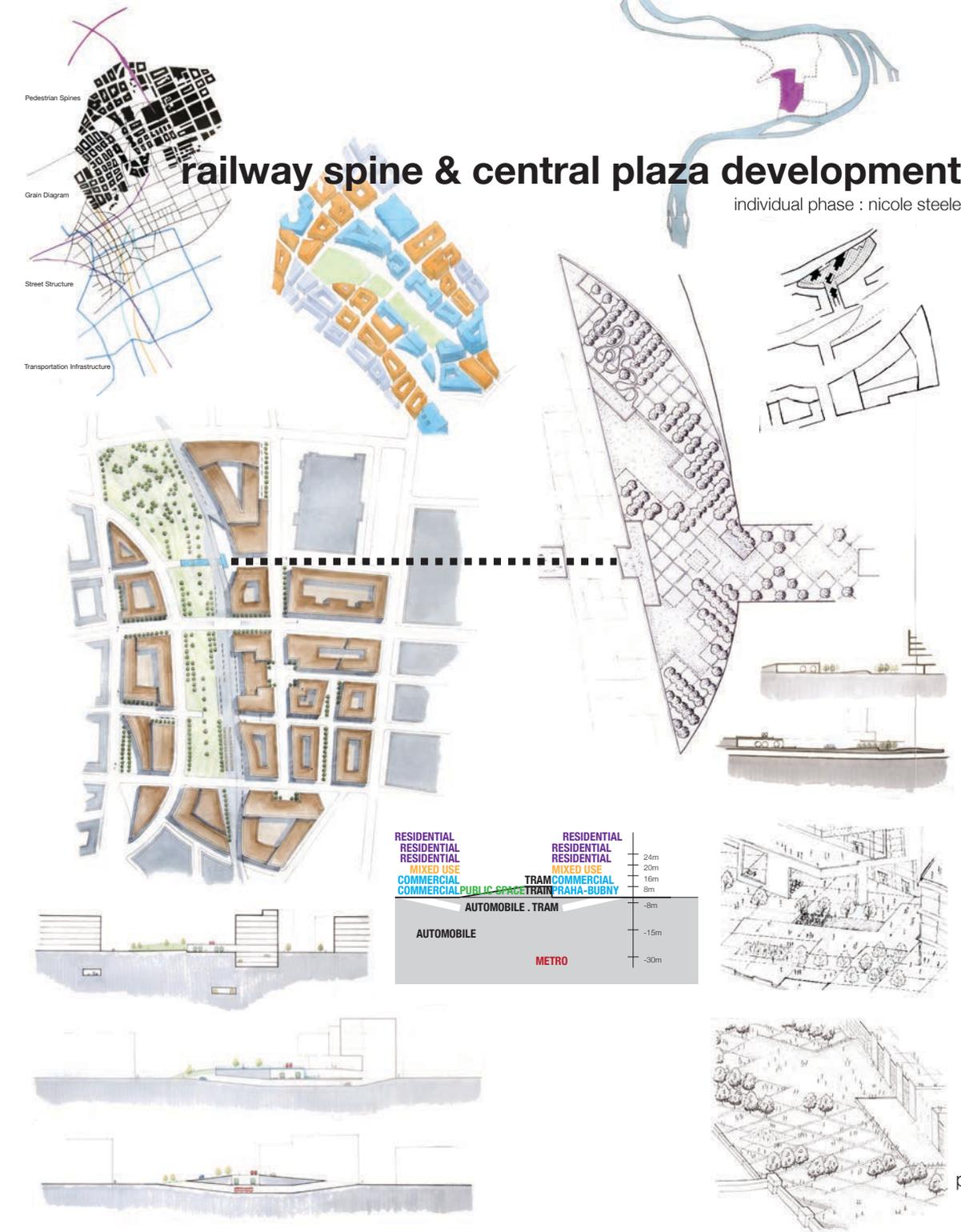


masterplan ideation & exploration

initial group masterplan phase



NC STATE UNIVERSITY | College of Design Prague Institute | Spring 2011
LAR 565 Final . Shepard Butler . Matthew Jones . Nicole Steele . Instructor: Martin Perik

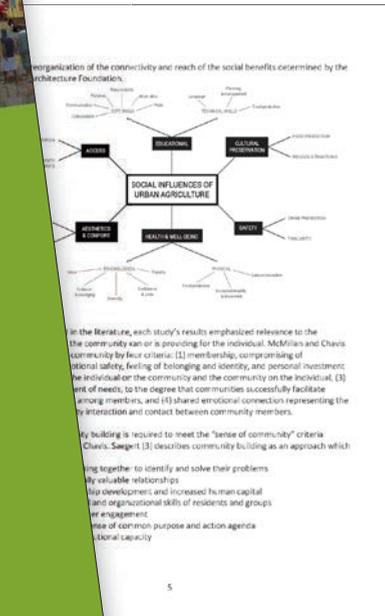
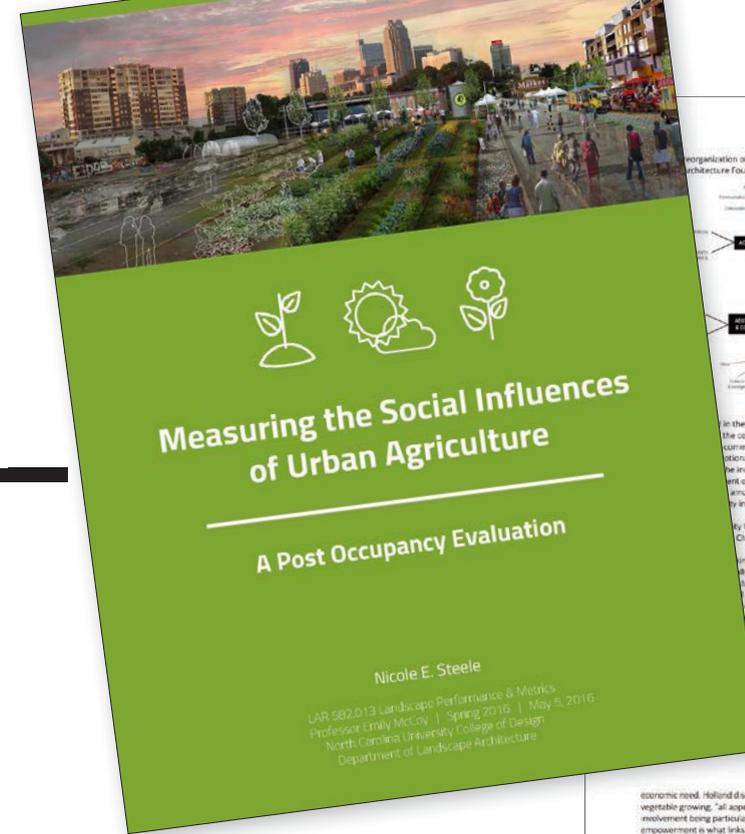


railway spine & central plaza development

individual phase : nicole steele

Task: Create a design for a large brownfield site in Prague, Czech Republic.
Response: Balance the density and connectivity needs to support the city's growth and culture.
Course: Prague Study Abroad Studio, Spring 2011

research + analysis



organization of the connectivity and reach of the social benefits determined by the architecture foundation.

In the literature, each study's results emphasized relevance to the community and or a provision for the individual. McMillan and Chavis community by four criteria: (1) membership, comprising of personal safety, feeling of belonging and identity, and personal investment in the individual or the community and the community on the individual, (3) level of needs, to the degree that communities successfully facilitate among members, and (4) shared emotional connections representing the by interaction and contact between community members.

Community building is required to meet the "sense of community" criteria Chavis. Sargent [3] describes community building as an approach which brings together to identify and solve their problems. Community building leads to the development of increased human capital and organizational skills of residents and groups. Community building leads to increased civic engagement. Community building leads to the development of a sense of common purpose and action agenda. Community building leads to increased social capital.



economic need. Holland discusses how, despite the many different schemes associated with vegetable growing, "all appear to be joined in a sense of community, with participation and involvement being particularly strong features. This sense of community participation and empowerment is what links examples of community gardening" [5]. Suggesting the same theory of engagement, Glover claims "the focus of urban agriculture then is about: citizen participation and the production of social capital" [6].

Sargent analyzed the historical and future strategies of community building for civic capacity. She defines "civic capacity" to mean:

"the beliefs, knowledge, and skills necessary for individual citizens (including students), social organizations in the private and nonprofit sectors, and formal institutions of governance to work together in a way that enhances the collective ability of local communities to become more self-consciously directed in shaping their future." [1]

Urban agriculture could be just one of many ways that can contribute to the progression of community building by enhancing civic capacity and social capital.

Task: Select a social, economic, or environmental topic to research, gather data, and analyze.

Response: Analyze the urban agriculture trend to determine whether or not its impact is valuable enough to communities to warrant additional studies, policies, and guidelines led by its governing bodies.

Course: Landscape Architecture Performance and Metrics, Emily McCoy, Spring 2016

"You cannot change what you refuse to confront."
- Anonymous

Its success, the pioneer for this garden, Cullen Whitley, has presented at over 100 different events to churches, organizations, municipal groups and conferences and helped establish an additional 102 community gardens around the world. The garden has also earned numerous awards including the 2011 City of Raleigh Human Relations Non-Profit Organization Award.

In contrast, Raleigh City Farm is a formerly vacant, one-acre site of more traditional row gardens and greenhouses established in 2011 with the original mission of "transforming forgotten urban spaces into sustaining farmers" [12]. Their mission has since been revised to "growing urban farms and farm entrepreneurs to strengthen sustainable, healthy food systems". Produce can be purchased from their on-site Farmstand on Saturdays or clients can join the (Raleigh) Farmshare Community-supported Agriculture (CSA) program with opportunities for customized seasonal membership or produce selection for their share. At least two new farms have been established as a result of their new farm entrepreneur initiative.

For the purpose of this pilot study, a survey questionnaire and participant interviews were used. The survey and interview questions were designed to identify the following topics:

- How do community members learn about the site? Is it accessible?
- Who uses the site or reaps the benefits of it?
- Why are participants engaged or not engaged?
- How often are participants using the site and do they visit with others or alone?
- What benefits do the participants perceive the site is providing for them? Is there a pattern in perceived benefits for each different site or the City of Raleigh as a whole?
- Does the site meet their personal needs for inclusion and belonging? Education? Health?
- Are participants strengthening community ties as a result of the site?
- Does the site help create and encourage civic engagement?

Testing of the quality of this survey for future use was done on-site with participants while they worked in the garden and via an online link to the SurveyMonkey form. The official survey can be found in Appendix A. Proper distribution to obtain optimal participation and diversity in users responding in the future would be to gain assistance from site partners to disseminate and encourage completion of the survey through their media, mail, and word-of-mouth resources. Any applicable and willing neighborhood groups and homeowner's associations will also be used as a resource for distribution of the survey. Targeted social media advertisements and USPS mail advertisement by zip code would help gain input responses from participants and non-participants of the varying sites.

There are several limitations to survey questionnaires and participant interviews to be considered as part of this research. First, "the users have their own history, experiences, and perceptions in relation to the [site] and the activities that take place there. Further, the way they perceive the [site] will always be influenced by both the individual and psychosocial considerations that have little to do with the [site itself]" [2]. Second, the design of the survey needs to be constructed in a way that is as unbiased as possible and consistent in ranking systems (if Likert). My findings during interviews with participants regarding the survey were that one question ranked 1 as high/8 as low and the very next question ranked 1 as low/5 as high

APPENDIX A
Highland United Methodist Church Community Victory Garden Survey Monkey Form.

Highland UMC Community Victory Garden Post Occupancy Evaluation Survey

The purpose of this survey is to gather data to provide research that is completed, collected, but an opportunity for us to learn more about our members and community of urban agriculture.

1. How did you learn about the "Peas on Earth" Community Victory Garden at Highland Methodist Church?

I read about it in a local newspaper or magazine

A friend

I saw it on social media

I was invited to the garden by a friend

My child is in the preschool academy

Other please specify: _____

2. How has "Peas on Earth" influenced (or influenced) your neighborhood?

Highly positive Somewhat positive Neither positive or negative Somewhat negative Highly negative

3. Are you or will you participate, volunteer, donate or volunteer with "Peas on Earth"?

Yes

No

Why or why not? _____

PRESERVATION RISKS OF FULLER HEIGHTS

A RALEIGH HISTORIC NEIGHBORHOOD FACES AN UNCERTAIN FUTURE

NICOLE E. STEELE
 NOVEMBER 21, 2016 | PROFESSOR RODNEY SWINK
 LAR 582.005 – Historic Preservation: Contemporary Design Challenges

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The housing inventory for this study includes 159 homes as shown in Figure 7. The billing class is predominately single family housing with a few multi-family properties. As the neighborhood exists today, one hundred of the 159 homes studied were built between 1900 and 1960. This stock of houses reflects the character of the Caraleigh Mill Village small, tri-gable cabins and could be considered in the future for the National Historic Register because of its age and significance in Raleigh's history.

The southeast corner of the neighborhood is home to a smaller number of about 45 homes that were all built in a 5-year span around 1990. There is a stark contrast between these two types of housing though. The pre-1960s homes are overwhelmingly renter-occupied whereas the homes built around 1990 are mostly owner-occupied. This suggests a disparity in the economic stability of residents in the Fuller Heights neighborhood living in the pre-1960s houses.

Figure 6: Values and Owner Occupancy Rates of Properties in Fuller Heights

	Quantity	Average Assessed Value	Owner Occupied
1900-1950s Houses	100	\$26,067	26.3%
1990s Houses	47	\$102,999	78.7%
Vacant Lots*	10	\$35,967	N/A
Raleigh	117,035	\$251,400	49.1%

Figure 7: Fuller Heights Neighborhood Study Area. The shaded area represents the stock of houses built between 1900 and 1960.



FUTURE INFLUENCES OF REAL ESTATE VALUE

Planners, developers, and designers are becoming increasingly aware of the impact new, quality development is having on communities. Open spaces in particular have become a prominent topic of equitable development debates recently. Many parks have been renovated or constructed in a former area of blight. Cities are finding that the very spaces built to revitalize a low-income neighborhood is displacing the residents it was designed for. The High Line in New York City caused a 103% increase in nearby property values in just eight years (15). "Although the project generated \$2 billion in real estate investments and 12,000 new jobs in the neighborhood, very few of the area's original small businesses and low-income residents remain to enjoy these benefits directly" (15). Raleigh is already experiencing similar displacement from developers of higher-density housing than the average stock of single family houses near downtown. Dusty's Service Center, a community anchor in the historic Boylan Heights neighborhood, is being forced to close its doors after over 30 years in business to make way for "something exciting" according to owner James Goodnight (14).

The Fuller Heights neighborhood is a particularly vulnerable position following the decision to close Dorothea Dix Hospital and turn the 308-acre site into a park. In 2012 the State of North Carolina chose to consolidate their mental health services to another facility outside of Raleigh and sell the property to the City of Raleigh for \$52 million. The purchase was driven by the City and the public's desire to maintain the property as having historic significance and provide a valuable open, civic space for the city and the region. In the next few years, the City of Raleigh and their philanthropic partner, the Dix Park Conservancy, will navigate a master plan process to determine a framework of values and overarching principles that will direct the future development of the park. As it has been observed time and time again of high-quality public open spaces or



Figure 8: View of Raleigh skyline from Dorothea Dix Park. Image property of City of Raleigh Parks, Recreation & Cultural Resources Department.

about 59%. The median house value in Fuller Heights is \$97,747 compared with Boylan Heights, a nearby neighborhood, at \$302,535 (13). Several of these factors have limited homeowner interest in the Fuller Heights, leaving it vulnerable to real estate investors.



Figure 4: Fuller Heights Neighborhood Context Map

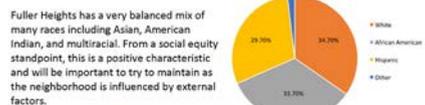


Figure 5: Fuller Heights Population by Race



Figure 9: Loray Mill Village, Gastonia, North Carolina. (9)

A series of ownership changes as the mill industry was dwindling left the Edenton Mill in Edenton, North Carolina at risk in the mid 1990s. Swift intervention gave the town of Edenton and Preservation North Carolina a chance to turn around its future. Within a year of its closing, all the mill homes in the village had been sold (11). The renovation of the mill into condo units came about through several phases in the following years and remains a point of pride for the town and a highlight for tourists.



Figure 10: Edenton Mill & Mill Village, Edenton, NC. (10)

Glencoe Mill Village in Burlington, NC is another local example of a mill and mill village revitalization effort. Glencoe Mill claims significance as "one of the best preserved mill villages in North Carolina" which is supported by the existence of 43 of the 45 original mill houses (12).

CURRENT FULLER HEIGHTS REAL ESTATE TRENDS

As previously mentioned, the Fuller Heights neighborhood stock of 1950s homes is largely renter-occupied at 73.7%. This means that despite the duration of time a renter has been living at the same property, they have no control over the future of the property unless they can afford to buy the owner. Since the homes constructed around 1990 are largely owner-occupied (78.7%) and are not historically significant, they are not considered as part of the analysis of current trends for the neighborhood.

While the neighborhood is largely renter-occupied, the ownership of the homes has remained fairly consistent. The average year of last sale date of properties is 2000. There are a few individuals or families that have owned a significant number of properties in the neighborhood for many years. Since the transition of the Dorothea Dix property from a hospital to a public park became a more prominent discussion in the public realm, property sales have increased, particularly by investors. In the last two years, sale prices are just now breaking even with the assessed property value from 2008 and some do not even equal the 2016 assessed property value. Some of this discrepancy can likely be attributed to the economic and real estate crash around 2008. Since 2010, thirty-six houses have been sold and twenty-one of those, or 58.3%, are not owner-occupied. Twelve have been purchased by LLCs or management companies and another eleven by a few different individuals.



Figure 11: Fuller Heights Housing Inventory by Year



Figure 12: Ownership Structure of Houses Built Between 1900 and 1960

One family that was a significant real estate investor for decades prior to the purchase of Dix Park has expanded their hold on the community with seven new purchases since 2010. This family, the Gupta Family, now owns 22.1% of the historic houses in Fuller Heights, a quantity of 25 properties worth almost \$2.4 million. Another individual, Lynn Tucker, owns nine properties or 8.9% of the historic houses worth almost \$1 million as well as a warehouse facility in the neighborhood. This is significant to the future opportunities for preservation of Fuller Heights because two main stakeholders, plus any new investors like Dix Park East, LLC, have the most potential influence because of the number of properties they own. If they are not preservation-minded investors then the properties could be sold collectively to the highest bidder for demolition and reconstruction of new, high-density housing that is already occurring throughout downtown Raleigh.

In January 2016, a newly formed Dix Park East, LLC, purchased three adjacent properties along Lake Wheeler Road suggesting that the predicted real estate demand increase is accurate and that this neighborhood is under scrutiny for real estate investors. These three properties sold for an average of 193% of their assessed property value. If this is any indicator of the future increase in sale price for properties in Fuller Heights, then the Gupta and Tucker family properties alone could sell for \$6.5 million or more.

Task: Select a historic preservation challenge to research and evaluate.
Response: Assess the impact of Dorothea Dix Park on the adjacent low-income neighborhood by studying the history and current conditions of the residential properties followed by suggestions for future preservation efforts.
Course: Contemporary Issues in Historic Preservation, Rodney Swink, Fall 2016

technical skills

“You are a product of your environment, surround yourself with the best.”

- Anonymous



City of Raleigh North Carolina

Request for Proposals #274-PR2018-Web Developer
Title: Website Development Services for DixPark.org
Issue Date: Thursday, August 9, 2018 at 4:00 PM
Response Due Date: Friday, August 24, 2018 at 4:00PM EDT

Issuing Department: Parks, Recreation and Cultural Resources

Direct all inquiries concerning this RFP in writing to:
 Nicole Steele
 Dorothea Dix Park
 Email: communications@dixpark.org

City of Raleigh Information Technology Department is also undergoing a new site design for RaleighNC.gov. Although a stand-alone website, DixPark.org should remain RaleighNC.gov and reflect the same high level strategic objectives. Develop a new site that positions Raleigh for the future. Develop a site that is engaging, informative, and uniquely Raleigh. Develop a site that creates bridges between critical information and invites visitors to find information and solve problems. Develop a site that demonstrates thoughtful planning, flexible architecture, and responsive design.

It is a work product of the collaboration between the City of Raleigh and the agency, and it should clearly reflect the Conservancy's stated goals for the public to understand that the Conservancy exists as an independent nonprofit to support the efforts of the City of Raleigh. The website should be clearly defined and clearly find contact details for soliciting volunteering to the Conservancy in other ways.

RFP Response Timeline

Responses shall adhere to the following schedule:

	Date and Time	
Conference Call	Thursday, August 9, 2018	4:00pm
Written Questions Due	Thursday, August 16, 2018	1:00pm
Questions to Consultant/Questions Posted	Friday, August 17, 2018	4:00pm
Proposals Due from	Monday, August 20, 2018	4:00pm
Proposals Due from	Friday, August 24, 2018	4:00pm

Times are Eastern Daylight Time (EDT).

If Pre-Submitted Conference Call

Proposers are encouraged to attend a pre-proposal conference call on Thursday, August 16, 2018 at 1:00pm. The call will provide an opportunity for proposers to ask questions and receive information in writing from the City of Raleigh. A summary of all questions and answers will be posted on the RFP website. Proposers are encouraged to express interest and posted on the internet as an addendum to the RFP being modified.

Proposers are responsible to assure that all addenda have been reviewed and, if needed, submitted to the City of Raleigh.

The offeror's failure to provide any of the above-referenced financial statements or failure to submit all the requested financial statements may result in the rejection of the offeror's proposal and rejection is most likely to occur if other offerors provide financial documentation in compliance with the foregoing provisions. Offerors are also encouraged to explain any negative financial information in its financial statements and are encouraged to provide documentation supporting these explanations.

All financial information, statements and/or documents provided in response to this proposal requirement shall be kept confidential. IF THE OFFEROR COMPLIES WITH SECTION 4.13 OF THE GENERAL INFORMATION ON PROVIDING SUBMITTALS BY MARKING EACH PAGE OF THE FINANCIAL INFORMATION, STATEMENTS AND/OR DOCUMENTS "CONFIDENTIAL".

6. Cost Proposal

The proposed cost shall be submitted as a separate, sealed document and contain:

- Personnel Costs (including hourly rates and total hours)
- Travel and Subcontract Expenses
- Subcontractor Costs (if any)
- Other Costs (i.e. Office expenses)
- TOTAL COST: A total cost representing the maximum amount for all work to be performed must be clearly indicated under this heading.

2.1 Request For Proposal Documents

The RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award. All attachments and addenda released for this RFP in advance of any Contract award are incorporated herein by reference.

2.2 Evaluation Criteria

This is not a bid. There will not be a public bid opening. Proposals will be evaluated based on but not necessarily limited to the following criteria:

Criteria	(a) % Weight	(b) Score (0-5)	(a) x (b) Weighted Score
Cover Letter/Letter of Intent	5		
Firm Overview	10		
Experience and Qualifications	35		
Project Understanding, Approach, and Schedule	35		
Financial Statement	5		
Proposed Cost	10		
Final Score			

Score Points

1.7 Rights to Submitted Material

All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts, and other documentation submitted by firms (either that materials submitted in and qualifying as trade secrets under North Carolina law) shall become the property of the City when received and the entire proposal shall be subject to the public records laws of the State of North Carolina except where a proper trade secrets exception has been made by the firm in accordance with the procedures allowed by North Carolina law.

The City reserves the right to retain all packages submitted and to use any ideas in a submission regardless of whether that firm is selected. Submissions indicate acceptance by the firm of the conditions contained in this Request for Proposal.

2. PROPOSAL REQUIREMENTS

Responses must follow the format outlined herein and should not exceed twelve (12) pages (not counting the financial statement). The City may reject at its sole discretion any proposal or any part thereof that is incomplete, inadequate in its response, or departs in any substantive way from the required format. Proposal responses shall be organized in the following manner:

- Cover Letter / Letter of Intent
- Firm Overview
- Experience and Qualifications
- Project Understanding, Approach, and Schedule
- Financial Statement (if applicable)
- Cost Proposal

1. Cover Letter/ Letter of Intent

Introduction Letter with intent as it may pertain to the Request for Proposal.

2. Firm Overview

- This section shall include background information on the organization and should give details of experience with similar projects, working with cities/municipalities, and with non-profit organizations. A list of five (5) references (including contact persons and telephone numbers) for which similar work has been performed shall be included, and the list shall include all similar contracts performed by the Proposer in the past three (3) years. The failure to list all similar contracts in the specified period may result in the rejection of the Proposer's proposal. The evaluator may check all public sources to determine whether Proposer has listed all contracts for similar work within the designated period. If the evaluator determines that references for other public contracts for similar projects were not listed, the evaluator may contact the public entities to make inquiry into Proposer's performance of those contracts and the information obtained may be considered in evaluating Proposer's proposal.

- The selected consultant must be registered as a vendor with the City of Raleigh prior to the beginning of the website development services project. More information is available at: <http://www.raleigh.gov/business/contract/Purchasing/Articles/BecomeAVendor.html>

- 0- Missing
- 1- Does Not Meet Expectations
- 2- Partially Meets Expectations
- 3- Meets Expectations
- 4- Exceeds Expectation
- 5- Overly Exceeds Expectations

2.3 Final Selection

Submissions will be reviewed after opening and will be ranked in order of preference. A recommendation will then be presented to the City Manager and/or City Council for approval to negotiate a contract with the firm chosen and if unsuccessful to their present negotiations with the #2 choice. All proposers will be notified of their standing immediately following City's decision. The City reserves the right to make an award without further discussion of the proposal submitted. The City shall not be bound or in any way obligated until both parties have executed a contract. The City also reserves the right to delay the award of a contract or to not award a contract. The RFP may be awarded by individual task or total proposal, whichever is most advantageous to the City of Raleigh.

The general conditions and specifications of the RFP and the selected submission, as amended by agreement between the City and the Consultant including e-mail or written correspondence, relative to the RFP, may become part of the contract documents. Failure of the Consultant to perform as represented may result in contract cancellation or termination.

2.4 Notice To Consultants Regarding RFP Terms And Conditions

It shall be the Consultant's responsibility to read the Instructions, the City's terms and conditions, all relevant exhibits and attachments, any other components made a part of this RFP, and comply with all requirements and specifications herein. Consultants also are responsible for obtaining and complying with all addenda and other changes that may be issued in connection with this RFP.

3. SCOPE OF SERVICES

A guiding principle for this initiative will be to present site content by user needs not by organizational chart.

Consultant is expected to evaluate the existing website, identify necessary security or functionality improvements, and propose opportunities for enhancement. Known deliverables include but are not limited to the following:

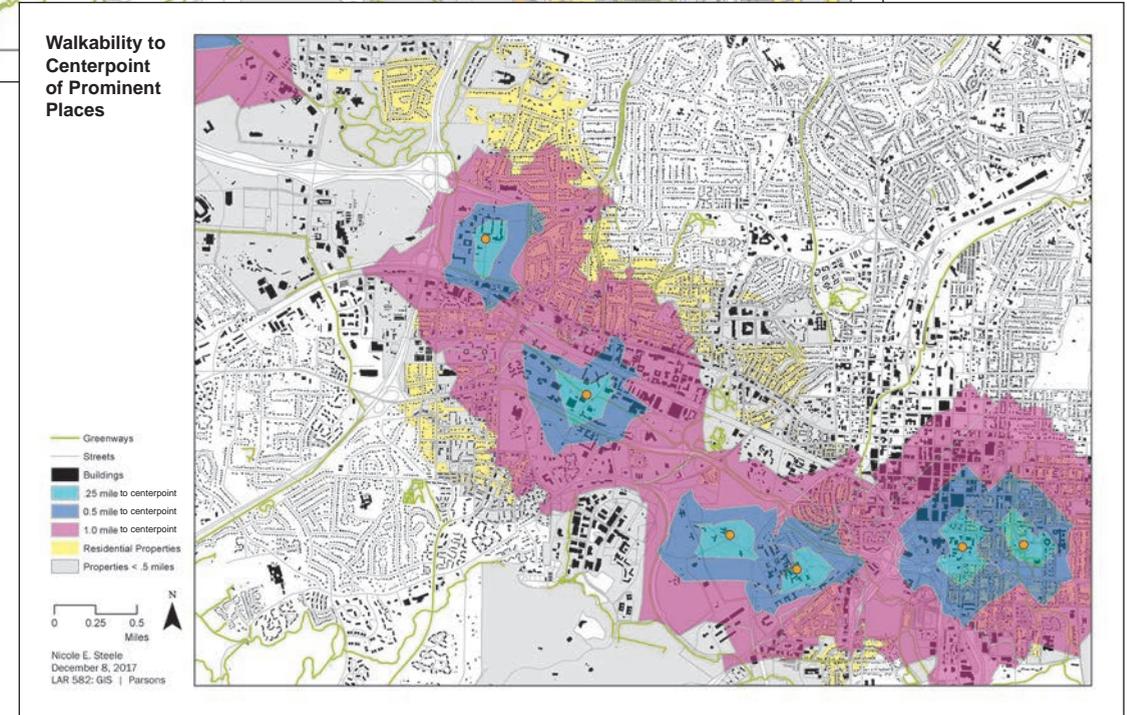
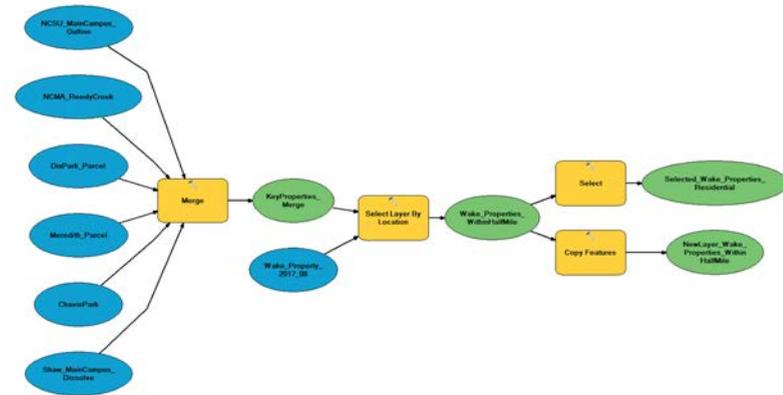
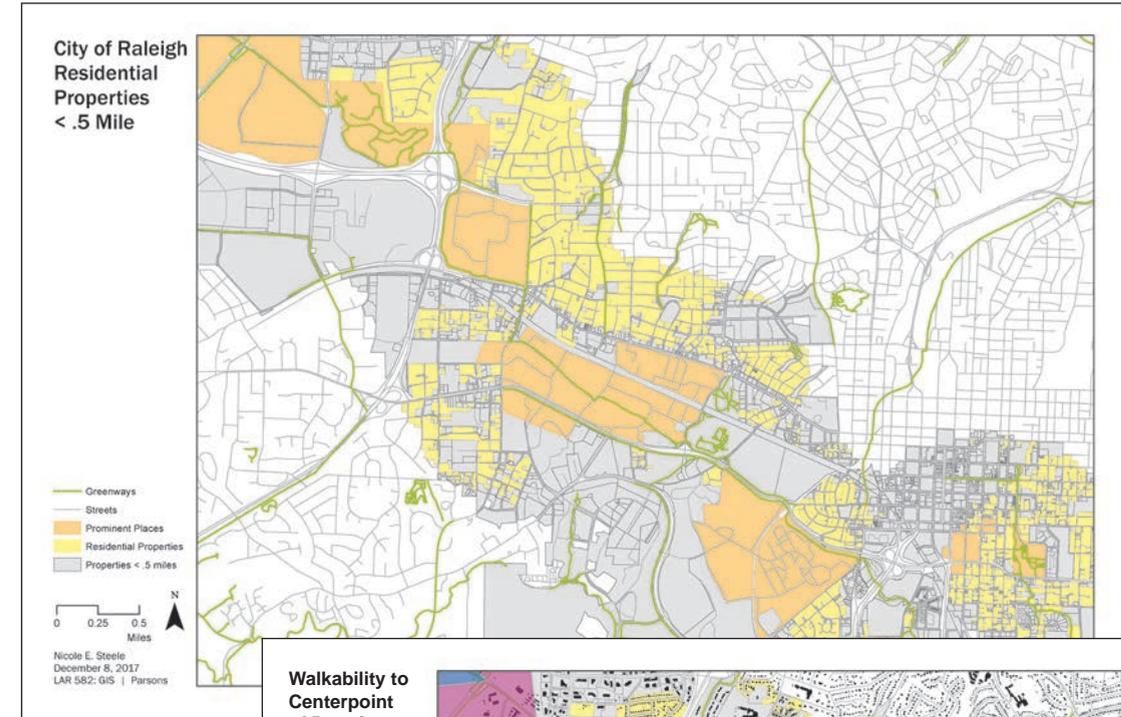
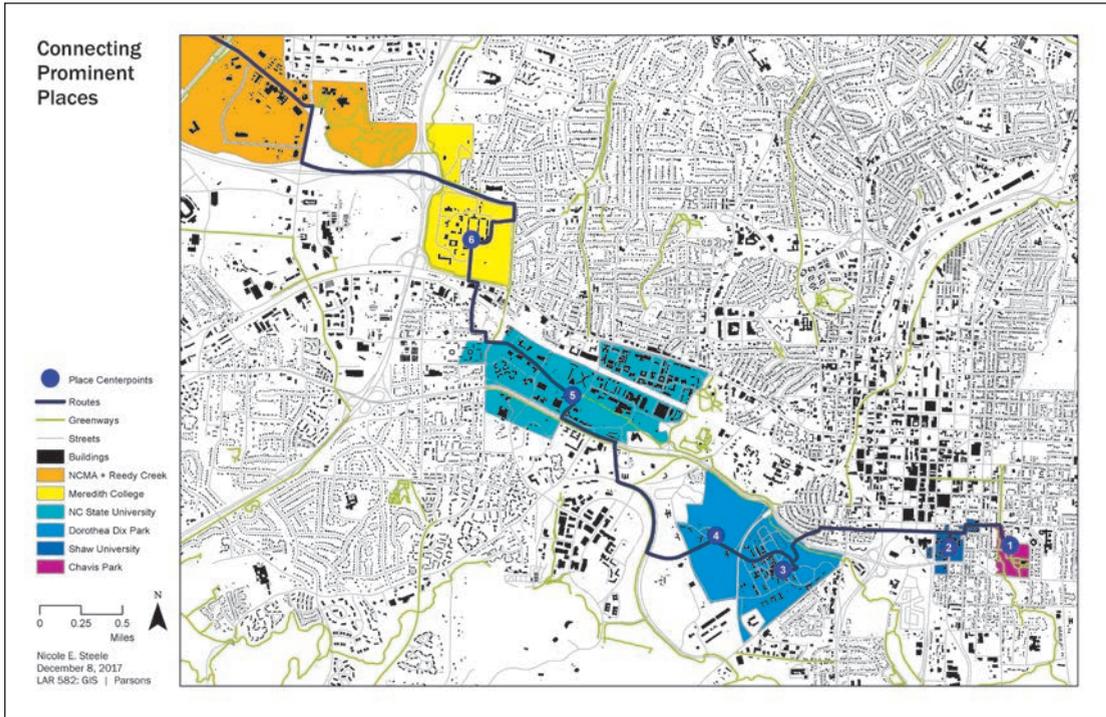
3.1 Information Architecture

- Content Types: Existing and anticipated content types include but not limited to the following content types:
 - Event - Once or repeating events with dates, time, category, and locations that the public may attend and includes integration with Eventbrite.
 - Article - Content about programs, information, etc. authored by City staff.
 - News - Temporal information authored by limited City staff and external news content selected by City staff.
 - Content - Content information that may also contain an image.
 - Special Events and Projects - Way to manage the status, updates, documents, event vendor applications, and lifecycle of mid to large scale projects or events, e.g. the master plan design, community meetings, or special events, and archive this information within the information architecture so it presents a historical account of planning and program activity.

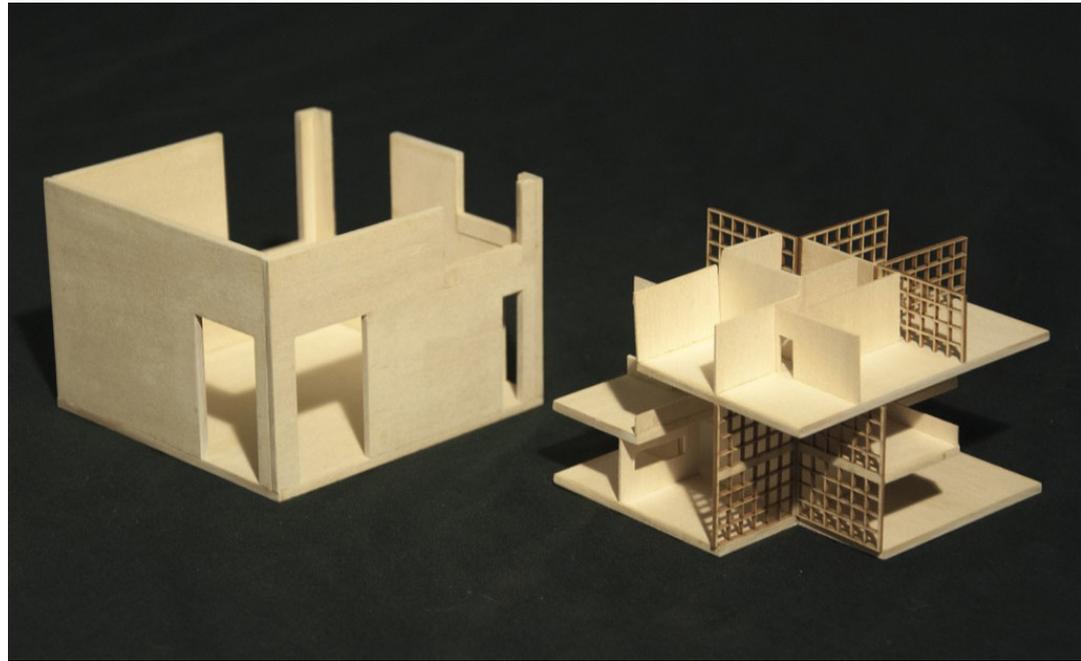
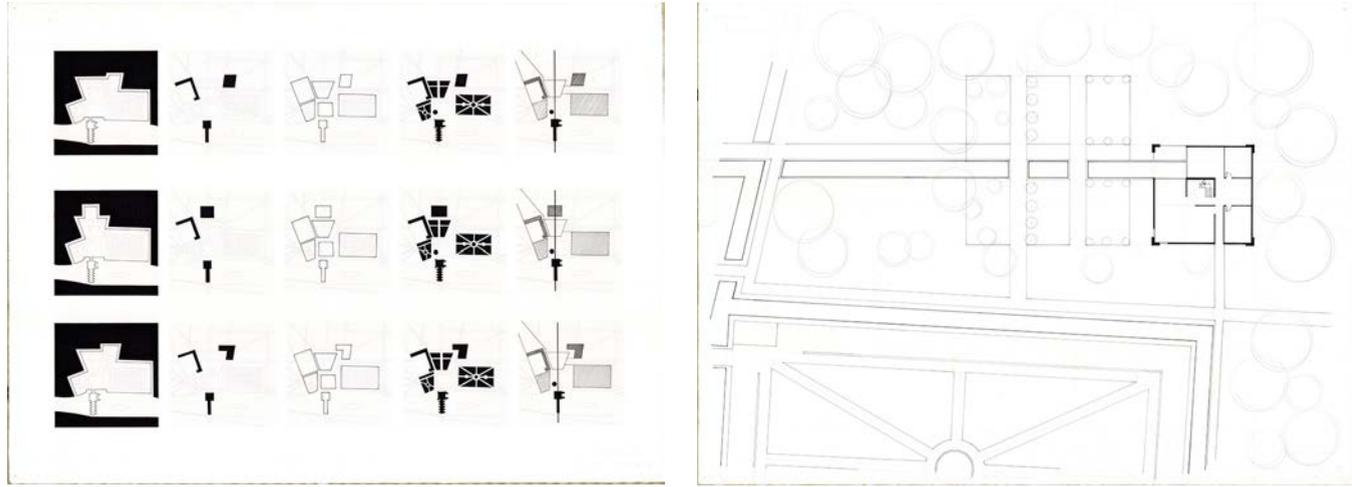
Task: Issue a Response for Proposal for Website Development Services for DixPark.org.

Responsibilities: Lead the entire process from drafting the RFP to consultant selection and contract execution.

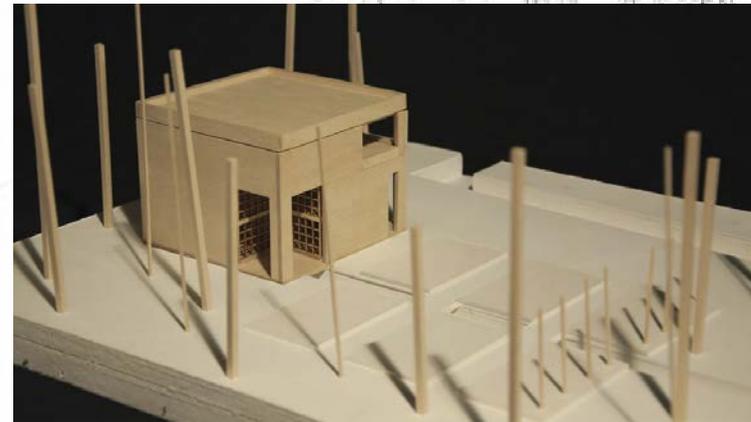
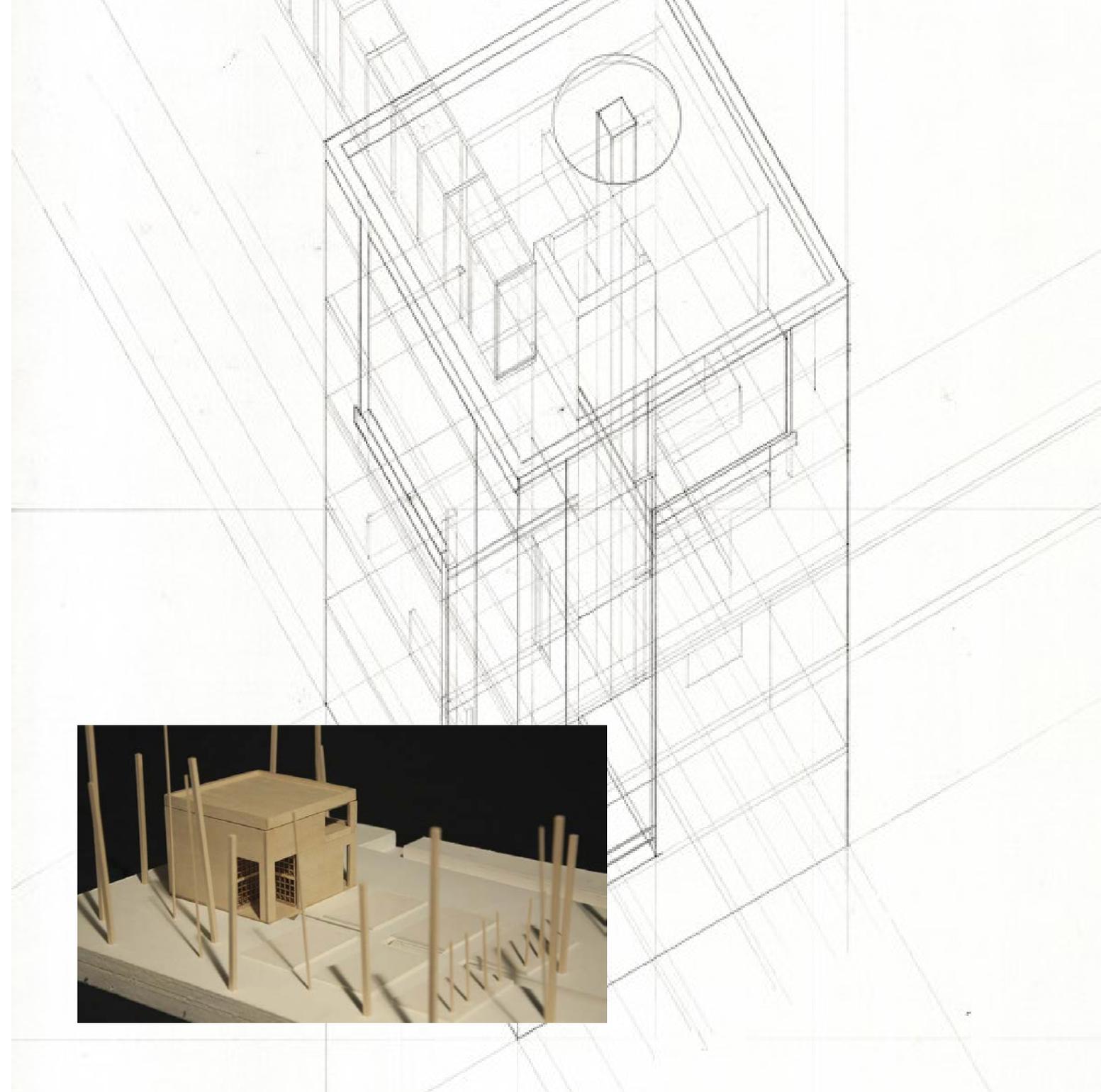
Employer: City of Raleigh, Dorothea Dix Park



Task: Demonstrate the fundamentals of GIS taught by using the geoprocessing tools and model builder to analyze a self-selected topic.
Response: Evaluate accessibility from residential properties to key publicly owned facilities like parks and universities.
Course: GIS for Designers, Jonathan Parsons, Fall 2017



Task: Design a school inspired by a designated contemporary architect to be located on a French garden site.
Response: Orient the structure in a way that enhances the existing environmental forms by bringing the runnels of water through the building and creating strategic views of the garden from the interior spaces.
Course: Architecture Studio, Tim McAuliffe, Fall 2010



about me

Every professional and personal experience has prepared me for where I am today. I grew up in rural North Carolina with daily access to the natural environment. When choosing a career, this inspired my path to landscape architecture and urban design. I realized that not everyone had the privilege to engage with nature on a frequent basis. As a gymnast for thirteen years and a coach for many subsequent years, I also experienced first-hand how sports can benefit a child's development. Activities such as participating in sports and playing in nature, builds character, resilience, self-esteem, and often, a sense of belonging.

Landscape architects are uniquely positioned to be the thread that stitches together the quilt of architects, engineers, city planners, and parks and recreation professionals to design more sustainable cities. My passion lies in helping influence and inform the creation of urban spaces that will connect people with each other and with their environment in a way that encourages healthy, active lifestyles and creates opportunities for positive social interaction and development.

As landscape architects and urban designers, we have the ability to lead the growth of communities to provide equitable access to nature, healthy food, clean water, education, employment, and other contributing factors to a high quality of life. There is not a limit on the types of projects that can contribute to these opportunities and therein lies the challenging and rewarding role of being a landscape architect.



Career Achievements:

Professional Mentor for the NCSU Student ASLA Mentor Program, 2018
NC ASLA Award of Excellence Student: Analysis + Planning, 2018 (part of a joint graduate student team)
Completed MLA with a 4.0 GPA
Outstanding Teaching Assistant for the NCSU College of Design Department of Landscape Architecture
Excellence in Design Award for the NCSU College of Design Department of Landscape Architecture
Nominee for the NC ASLA Award of Honor and Award of Merit
Completed BLA with Cum Laude and University Honors Program honors

Personal Achievements:

Competitive gymnast and wakeboarder
Former USA Waterski Certified Driver and Instructor
President, NC State Wake & Ski Club
Gymnastics coach

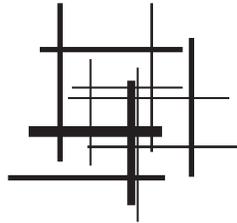
Certifications + Training:

ULI Pro Forma Fundamentals Course
Certified CPR/First Aid/AED for Infant/Child/Adult

Program Skills:

Adobe Creative Suite	ArcGIS (Desktop/Online)
Microsoft Office	Web Design (WordPress/Drupal)
AutoCAD	CRM (MailChimp)
Google Sketchup	

Active member of ULI and ASLA.



"The greatness of a man is not in how much wealth he acquires, but in his integrity and his ability to affect those around him positively."

- Bob Marley