



Scope of Services for Better Block Project

Spec Trip

This includes multiple smaller meetings held by members of the Better Block team discussing the Better Block inspiration and approach with stakeholders. Team members will also assess the sites and choose the location for the Better Block. The local team must identify no more than five possible sites for the Better Block. The project website and social media pages will also be live at this point, serving as a centralized location for project information and the online survey.

Deliverables from Better Block

Stakeholder meetings

Deliverables from Local Team

Set up meetings

No more than five sites to look at

Kick off and Keynote

Better Block will visit the site for a public presentation to officially launch the project. (This can also be done virtually, if preferred.) Data will also be gathered via surveys at the event (and after), and during open discussion. Collateral will be distributed at the event to point people toward the website and instructions for getting involved.

Deliverables from Better Block

Better Block manual

Collateral promoting project and community involvement

Community survey (online and print)

Deliverables from Local Team

Prepare site visit

Prepare group meetings

Help promote events

Begin running social media sites

Webpage (to be hosted/run by downtown partnership)

Ongoing consultation (overlaps with next steps)



Weekly, virtual calls will be set up with the local team to facilitate communication and establish team roles. Better Block will oversee and provide an outline for the creation of committees to handle various aspects of the project.

Deliverables from Better Block

Weekly call schedule

Committee formation plan

Deliverables from Local Team

Help identify local leads

Attend weekly calls

Check-in trip

The Project Manager and one other team member will visit the team to see how things are evolving, to knock on a few doors, and address any potential issues 30-60 days out from the project.

Deliverables from Better Block

Evaluation of progress

Finalized Concept Map

Deliverables from Local Team

Prepare site for meetings

Community Organization and Schematic Design

Better Block will analyze all data from community surveys and conceptual plans the city has created, and in a team discussion, we will decide which elements suggested by the community are most needed and can be realistically accomplished within the project timeframe. After finalizing the list of interventions, Better Block will create a Schematic Design, and materials list. Better Block will then organize volunteers to execute the interventions. Better Block will create a volunteer plan, Better Block guide, and assist with follow-up to generate volunteer commitments and success.

Deliverables from Better Block

Discussion with project team

Final Schematic Design

Build plan and workshop instructions

Materials, rentals, and vendors list



Email and phone coordination with locals, city officials, and volunteers

Deliverables from Local Team

Assist with volunteer plan

Better Block Event

Better Block will organize and lead workshops for volunteers to gather and build the elements of the Better Block. These typically take place in the four to five days leading up to the event date. The Better Block Captain, along with Better Block, will ensure that all necessary materials are onsite and organized prior to the start of each workshop, and provide safety materials, instructions, and guidance to volunteers.

The workshops will culminate in a two-day showcase of the Better Block elements, programmed by the community. Better Block volunteer workshops will include setup and teardown of the event, and data collection.

Deliverables from Better Block

Instruction to volunteers before and during each workshop

Volunteer waiver of liability

Onsite monitoring and assisting

Staging plan

Mobilization and installation

Onsite management and operation

Deliverables from Local Team

Help facilitate any permitting needs

Help gather volunteers for the workshops

Help with implementation and teardown

Manage marketing along with volunteer lead

Determine where leave behind items will go after the Better Block

Metrics and Report

Better Block will create a survey to be collected before, during, and after the project that gauges success in terms of business, infrastructure, and social aspects of the project. We



will also have counters, sensors, and volunteers onsite collecting data before and during the event to measure its impact in the community. The results of these surveys will be detailed in the final report. Working with locals, we will offer suggestions for further activating the area with programming and business development programs. A next steps report will document the project and outline these recommendations.

Deliverables from Better Block

Final report

Better Block blog post