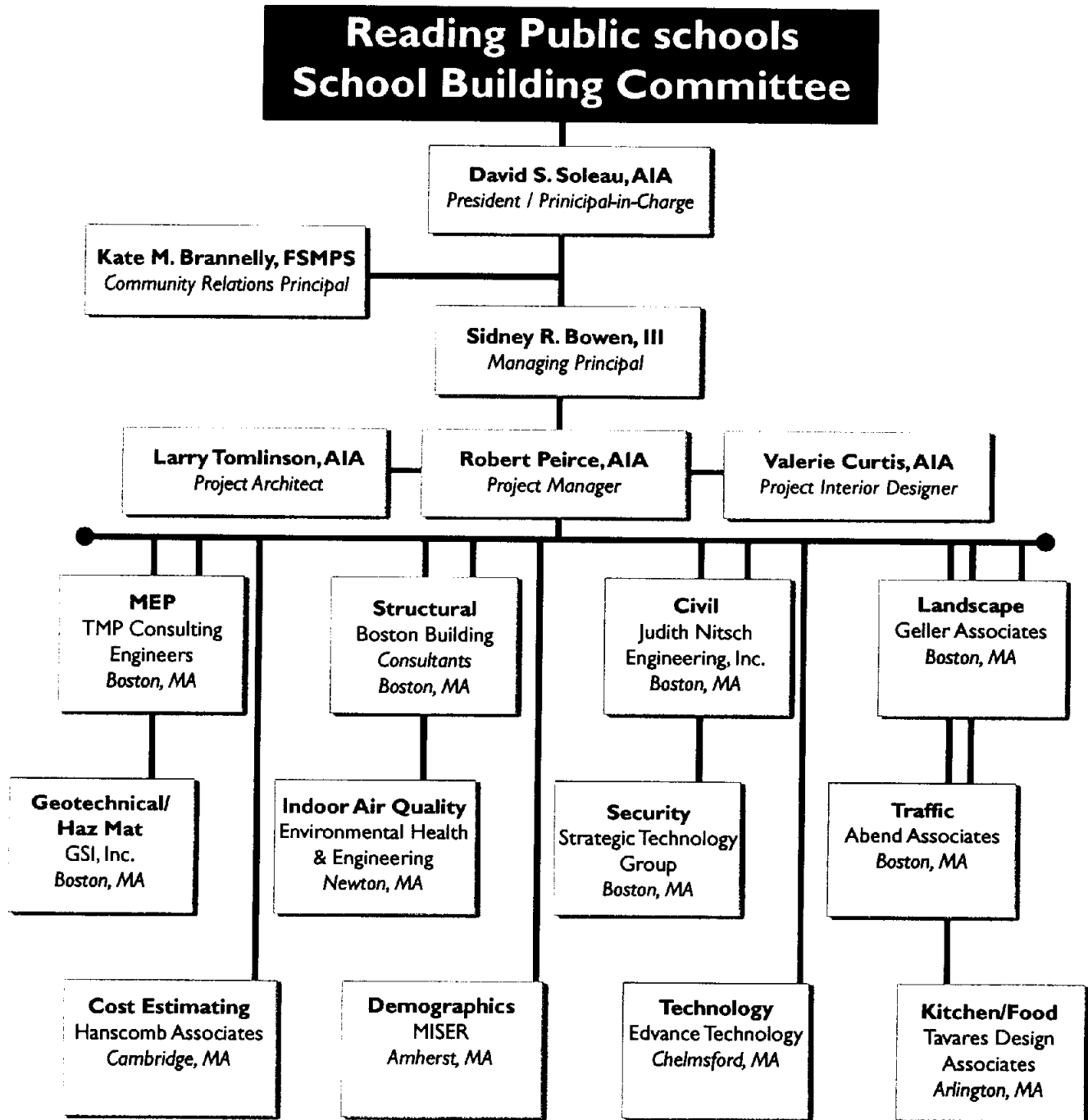


May 2002

Team

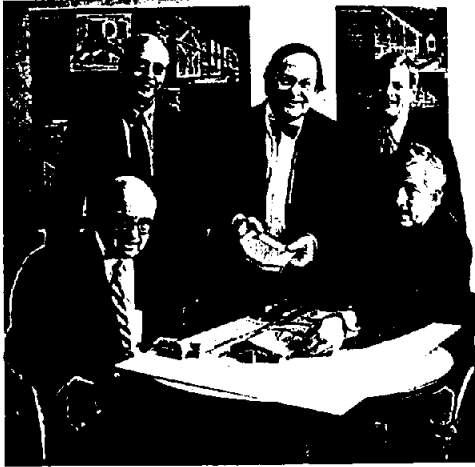


what must be cut, because incorporating every staff member's vision of RMHS' future would not be affordable.

- TT asked if Sid Bowen (Principal, FAI) would perform the same role he played when directing the elementary school project some years ago on Fai's RMHS design team. Mr. Soleau replied that he would be the managing principal for the project with the same responsibilities he had in the previous project.
- PP thanked FAI for their work in preparation for the interview and asked if they had any ideas regarding how to involve the community in the renovation design process. They answered that they would establish a web page to keep the public informed of what is going on with the renovation design. They would write frequent press releases and use cable television as means of communication with the community. They would attend community meetings (large and small) as needed to provide information.
- AM asked if FAI thought that anything was overlooked or overstressed in the RFQ regarding goals and to comment on the schedule as tentatively presented. FAI thought that perhaps the level of investigation sought to ascertain the condition of mechanical systems might not be necessary at the schematic design level for the reason that their condition and code-compliance can be reliably predicted by their age and type. Full exposition of them would not change their treatment in the final analysis, so confirming what is already known about them might be a waste of time and money at the schematic stage. They also thought that the project could be readied for full submission to SBA in the summer of 2003 (after approval by the Town in a debt-exclusion election) with little additional effort. This would be desirable to advance a formal dialogue with the State about the project and to place Reading on the reimbursement list as soon as possible.
- With no further questions being asked, RG thanked FAI for coming and for all their hard work in preparing for the interview.

RG asked DL to report on the sub-committee's final rankings of the candidates that showed the three interviewees as the most favorable ones (DL served as Chair of that sub-committee). DL reiterated that due to his non-numerical scoring of the candidates, a straight numerical averaging of combined scores from the three sub-committee members was not possible. DL had placed his top eight choices in an order of preference. The sub-committee had therefore taken the rank orders of each member (first through eighth) and averaged them to come to a final ranking. In descending order, this ranking became as follows;

1. HMFH Architects, Inc.
2. Flansburgh Associates, Inc.
3. The Design Partnership of Cambridge
4. The Office of Michael Rosenfeld
5. Drummey Rosane Anderson
6. Strelakovsky & Hoyt
7. Kaestle Boos
8. Symmes Maini McKee Associates



SERVICES

Planning

- Master Planning
- Feasibility Studies
- Existing Conditions Surveys
- Site Selection / Analysis
- Site Planning
- Facility Needs Studies

Architecture

- Architectural Design
- Renovation/Historic Preservation Design
- ADA & Building Code Audits & Design
- Construction Documents

Interior Design

- Interior Architectural Design
- Furniture Layouts
- Plant Selection / Art Programs
- Graphic Design / Signage
- Furniture Specifications & Procurement

Programming

- Educational Programming
- Site Programming

Community Relations

- Capital Campaign Assistance
- Promotional Graphics
- Public Relations

Project Management

- Comprehensive Project Scheduling
- Comprehensive Project Budgeting
- Consultant Selection & Coordination
- Value Engineering

Flansburgh Associates is a Boston-based architecture firm, specializing in the planning and design of educational facilities. Since our founding in 1963, we have successfully completed the design and construction of more than 200 public school projects encompassing feasibility studies, renovations and additions to existing buildings, and new construction. The firm has received over 80 design awards while earning national recognition for innovation in educational programming and design.

We have the expertise to handle the complexities of state funding, programming, design, and construction processes, all of which require an unusually high level of client, community, consultant and contractor participation. We are committed to a design process that engages the community of learners – students, teachers, parents and administrators – in the planning and design process at every stage. Because we approach the design process without a standard idea of a solution, we are able to focus our attention on realizing our client's unique goals and vision.

We are committed to "sustainable design" principles in the planning and design of all our projects. We believe that every child deserves a school that is warm in winter, cool in summer, and filled with natural light and clean air. Towards this end, we have helped clients in Waltham, Salem and Beverly, MA, secure Massachusetts Technology Collaborative (MTC) grants for the design and construction of a new generation of resource and energy efficient "green schools." These schools incorporate renewable energy demonstration programs that will reduce long-term energy costs, and serve to enhance the value of these schools as educational 'tools for learning.'

Among our recently completed projects are the Beebe School in Malden, MA – a nationally-recognized K-8 facility honored with the American Association of School Administrators' (AASA) Walter Taylor Award for excellence in school design; the Ipswich Middle/High School – the first "wireless" middle/high school in New England and winner of five educational facilities design awards; and Fairhaven High School – a renovation/expansion project recognized by the National Historic Preservation Society (NHPS) for excellence in school preservation.

May 2002

Gaining Town Meeting Approval

Without community support, even the most desperately needed project does not go forward. Because a substantial portion of the work of Flansburgh Associates is in the "public sector", we can be of assistance to the Town of Reading in obtaining community support. By working closely with our clients in the critical bond issue phase of projects, we have achieved a 97% success rate in obtaining bond issue passage in New England.

In every community, the issues are slightly different. The presentation of the school building issues must be tailored to fit the individual community. We have helped our clients in the following ways:

- **Developing a comprehensive community relations program.**
- **Develop targeted election materials and tools in the form of flyers, brochures, etc.**
- **Prepare press releases of specific issues – relaying the need, schedule and cost of the proposed project to local newspapers.**
- **Produce slide and video presentations that document the existing conditions and deferred maintenance in the school(s) for use at various community group meetings.**
- **Give presentations to community service groups, parent-teacher organizations, neighborhood associations, and local business organizations.**
- **Produce models, perspectives and presentation plans for display in the library, city offices and other public facilities of the proposed building project(s).**

However, even if every community has special needs, there are certain universal themes that are important:

Effectively Documenting the Need

Finding an effective, graphic way of illustrating overcrowding and future town growth as it impacts the school system's capacity.

Illustrating the Cost Effective Solutions

The school expenditure is often a community's largest capital appropriation. The cost-effective nature of the investment must be clear.

Documenting the Value Added Benefits to the Community

Renovation of Reading's Memorial High School will benefit the town in numerous ways, both directly and indirectly. Excellent school facilities and a progressive school program will benefit the image of your community and increase the value of your citizens' property.

Return on
Investment

A high school to make our community proud.

Vote YES on Question #1 on Tuesday, February 25.

#BP5988 *****ECRWSS** C-008
HOUSEHOLD [REDACTED]
OR RESIDENT [REDACTED]
READING MA 01867-1533

READING MA 01867
115 BANCROFT AVENUE
rmhs
BUILDING PRIDE

PRESORTED
STANDARD
US POSTAGE
PAID
PERMIT 343
N. READING, MA

Look inside to see why
one of Reading's Leading Realtors
supports Question #1

