

**PART III**

**QUOTATION REF.: PLNQ 43/2012**

**STAGE TWO PUBLIC ENGAGEMENT PROGRAMME OF  
URBAN RENEWAL PLAN FOR KOWLOON CITY**

**ASSIGNMENT BRIEF**

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## **PART III**

PLANNING DEPARTMENT  
THE GOVERNMENT OF THE HONG KONG SPECIAL ADMINISTRATIVE REGION

**QUOTATION REF.: PLNQ 43/2012**

### **STAGE TWO PUBLIC ENGAGEMENT PROGRAMME OF URBAN RENEWAL PLAN FOR KOWLOON CITY**

#### **ASSIGNMENT BRIEF**

#### **1. Introduction**

- 1.1 This Brief is to be read in conjunction with the General Conditions of Contract, Guidelines for Submission of Technical and Fee Proposals, and Terms of Quotation.
- 1.2 The Government promulgated the new Urban Renewal Strategy (URS) in February 2011 and an initiative of the new URS is the establishment of the District Urban Renewal Forum (DURF) for strengthening urban renewal planning at the district level. The first DURF was set up in Kowloon City in June 2011, comprising members from a wide cross-section in the community and with secretariat and professional support provided by the Planning Department (PlanD). The terms of reference of the Kowloon City DURF (KC DURF) are at **Annex 1**. The KC DURF will advise the Government on urban renewal plans within the Kowloon City area from a holistic and integrated perspective, including advice on redevelopment and rehabilitation areas in tandem with the Urban Renewal Authority's (URA) core business, plus preservation and revitalization initiatives contributing to a quality city environment. To this end, the KC DURF decided to undertake the Study on Urban Renewal Plan for Kowloon City (Planning Study) and Social Impact Assessment of Urban Renewal Plan for Kowloon City (SIA), and to conduct two stages of public engagement activities to collect public views on the urban renewal proposals throughout the study process.
- 1.3 In May 2012, the KC DURF commissioned Consultants to undertake the Planning Study, SIA and Stage 1 Public Engagement Programme (PEP) of

Urban Renewal Plan for Kowloon City and endorsed the Preliminary Urban Renewal Proposals for Kowloon City (PURPs) (**Annex 2**) which serve as the basis for public consultation in the Stage 1 PEP. The Stage 1 PEP launched in mid August of 2012 is to ascertain public views and priority on the PURPs, identify potentially affected stakeholders and gauge their views on the possible social impacts arising from the PURPs. The public views collected in the Stage 1 PEP are to serve as inputs for the Planning Study Consultants to prepare the Draft Urban Renewal Plan and SIA Consultants to conduct their assessments. Public views on the Draft Urban Renewal Plan will then be solicited in the Stage 2 PEP with a view to finalising the recommended urban renewal proposals. The subject Assignment seeks to appoint the Consultants to organize and carry out the Stage 2 PEP.

## **2. Objectives of the Assignment**

- 2.1 The Stage 2 PEP aims at gauging public feedback on the proposals of the Draft Urban Renewal Plan (including Action Area Plans) (the Plan) prepared by the Planning Study Consultants; and soliciting public views on the possible social impacts arising from the Plan.
- 2.2 The Assignment will mainly involve gathering and consolidating views from relevant stakeholders and the public through various means including public forums, workshops, briefings, focus group discussions, exhibitions and/or other agreed mode(s) of public engagement activities. These public views will serve as inputs for the Planning Study Consultants to revise the Draft Urban Renewal Plan and the SIA Consultants to update their assessment findings and recommend mitigation measures for the Recommended Urban Renewal Plan for Kowloon City.

## **3. Main Tasks**

The Consultants shall provide all services to facilitate undertaking of the Stage 2 PEP with a view to implementing the “people first, district-based, public participatory” approach for undertaking urban renewal as stated in the new URS, and in particular, to undertake the following tasks:

- (a) design and prepare a public engagement strategy for the Stage 2 PEP (**Task 1**);
- (b) design, produce and distribute/display posters, leaflets or other publicity materials, including banners as appropriate, and a public engagement digest to illustrate the Draft Urban Renewal Plan (including Action Area Plans) for Kowloon City (**Task 2**);
- (c) prepare and conduct innovative forms of engagement activities including public forums, workshops, briefings, focus group discussions, exhibitions and/or other agreed mode(s) of public engagement activities (**Task 2**);
- (d) prepare and produce a public engagement report for the above tasks detailing the process and summarizing and consolidating all the comments/views gathered (**Task 3**); and
- (e) provide input for updating the webpage for the Urban Renewal Plan for Kowloon City (project webpage) to publicise the Stage 2 PEP.

#### **4. Services to be Provided by the Consultants**

##### **General**

- 4.1 The duties of the Consultants shall be as defined in the General Conditions of Contract and as amplified, extended and set out in this Brief.
- 4.2 The Consultants shall have the expertise and extensive experience in conducting large-scale public engagement events in a professional manner and shall provide all specialists and sub-consultants to handle public relations matters including, but not limited to, oral and written enquiries. To ensure that the PEP is professionally conducted, employment of a specialist specialized in leading forum and group discussion in large-scale public engagement event and proficient in spoken English, Cantonese and Putonghua is required.

- 4.3 The Consultants shall liaise closely and collaborate with the Planning Study and SIA Consultants in preparing the public engagement strategy, public engagement digest and report. The Planning Study and SIA Consultants shall attend and participate in all activities of the Stage 2 PEP. The Planning Study Consultants are also required to make presentations of the urban renewal proposals at all engagement activities. The interface of the key tasks to be undertaken by the Planning Study, PEP and SIA Consultants is at **Annex 3**.
- 4.4 The Consultants shall be responsible for handling all public relations matters including, but not limited to, oral and written enquiries relating to this Assignment. The Consultants are required to prepare line-to-take on the materials that can be released to the public as and when required by the Director's Representative (DR). The information that can be released must follow the latest agreed line-to-take. The Consultants must not release any information without the prior consent of the DR.

#### **Task 1 – Public Engagement Strategy**

- 4.5 The Consultants shall formulate the draft public engagement strategy for the Stage 2 PEP (25 copies) within 3 weeks from the commencement of the Assignment. The final public engagement strategy (30 copies) shall be submitted within 1 week after endorsement and acceptance by the DR/Study Steering Group (SG)/KC DURF (i.e. within 10 weeks from the commencement of the Assignment). The strategy shall include, but not limited to the following items:
- (i) detailed description of the proposed public engagement approach;
  - (ii) public engagement activities to be undertaken and their programme;
  - (iii) detailed arrangement of the proposed public engagement activities in collaboration with the Planning Study and SIA Consultants;
  - (iv) the presentation/publicity materials to be prepared for the public engagement exercises including, but not limited to, public engagement digest, exhibition panel, poster, leaflet, banner, feedback form and public engagement report, etc.;

- (v) proposed timing for submission of the public engagement documents/materials;
- (vi) updating of the list of stakeholders and target consultees in collaboration with the Planning Study and SIA Consultants; and
- (vii) the staffing structure including sub-Consultants and the respective responsibilities of each key personnel.

### **Task 2 – Public Engagement (PE) Activities and Materials**

- 4.6 The Consultants shall engage the public in gauging public feedback on the proposals of the Draft Urban Renewal Plan (including Action Area Plans) and their views on possible social impacts arising from the Plan in the Stage 2 PE to facilitate the formulation of the Recommended Urban Renewal Plan (including Action Area Plans). The SIA Consultants shall provide relevant information such as the potential affected stakeholders and social impacts that are likely to be caused by the Draft Urban Renewal Plan (including Action Area Plans) for use in the Stage 2 PE.
- 4.7 The target consultees for the PE shall include key stakeholders, local residents, property owners, local business operators, relevant organisations such as concern groups, professional institutes, and relevant committees, bodies and authorities including Town Planning Board, Kowloon City District Council and/or its Sub-committees, Area Committees, Harbourfront Commission etc. as and when reasonably required by the DR. The Consultants shall arrange the public engagement activities in coordination with the Planning Study Consultants according to the public engagement strategy prepared under **Task 1**. The Planning Study Consultants shall participate and make presentations in the public engagement activities.

#### **Task 2A - Public Engagement Digest and Other Public Engagement Materials**

- 4.8 The Consultants shall, with inputs from the Planning Study and SIA Consultants, design, prepare and produce the public engagement digest. The draft public engagement digest (30 copies) shall be submitted to the DR/SG/KC DURF for comments within 3 weeks from the commencement

of the Assignment. The final public engagement digest (2,000 copies for English version and 10,000 copies for Chinese version) shall be submitted within 2 weeks after endorsement and acceptance by the DR/SG/KC DURF (i.e. 10 weeks from the commencement of the Assignment). The final public engagement digest shall be in both English and Chinese versions, self-contained, concise, and written in easily understandable and high quality language. The Consultants shall in collaboration with the Planning Study Consultants prepare photographs, coloured plans, photomontages, artist impressions and other illustrations as agreed with the DR to present the information set out in the public engagement digest.

- 4.9 The Consultants shall design and produce the poster of A2 size (2,500 copies), street banner of suitable sizes (6 sets), leaflet (2,000 copies for English version and 10,000 copies for Chinese version) and feedback form (10,000 copies) to help publicise the public engagement activities and collect public views. The poster, street banner and feedback form shall be bilingual in English and Chinese. A simplified leaflet shall be prepared in Thai (500 copies), Nepalese (500 copies) and Urdu (500 copies). The Consultants shall submit the draft design of the poster, street banner, leaflets and feedback form to the DR for approval within 5 weeks from the commencement of the Assignment. These publicity materials shall be submitted within 2 weeks after endorsement and acceptance by the DR.
- 4.10 The Consultants shall distribute the public engagement digest, poster, leaflet and feedback form to the concerned parties as agreed by the DR.
- 4.11 The Consultants shall also install and dismantle the street banners at locations to be agreed by the DR. The Consultants shall be responsible for obtaining all necessary approvals/licences from relevant authority as and when required.
- 4.12 For the final public engagement digest, poster, street banner, leaflet and feedback form, the Consultants shall also submit, where appropriate:
  - (a) one hard copy and one digital copy in a format to be agreed with the DR which can be readily used for printing purpose to be undertaken by the Consultants;

- (b) the film output (with colour separation and colour proof) which can be readily used for printing purpose;
- (c) a digital copy in searchable Acrobat (.PDF) format without loss of data and change in appearance compared with the corresponding hard copy;
- (d) a digital copy in HTML format comprising the contents (in English, Traditional and Simplified Chinese editions), images and clips if necessary, which can be integrated with and ready for upload to the project website; and
- (e) the above digital copies conforming to WCAG 2.0 Level AA standard.

4.13 The Consultants may be required to produce additional copies of the public engagement digest, poster, street banner, leaflet and feedback form at a price quoted in the Fee Proposal as an optional task.

4.14 If required by the DR/SG/KC DURF, the Consultants shall prepare other public engagement materials such as newsletters or other publicity materials (e.g. multi-media display) as appropriate to facilitate the public engagement activities. The production of these other public engagement materials shall be procured as a reimbursable item with prior written consent of the DR or by a direct contract between Government and the Contractors/Suppliers in accordance with the Stores and Procurement Regulations. The Consultants shall assist the Employer to define the requirements, prepare the tender documents for these Government contracts and suggest potential suppliers for the DR to invite quotations.

Task 2B – Roving/Mobile Exhibitions

4.15 The Consultants shall organise and carry out roving exhibitions at two suitable venues in the Kowloon City District and mobile exhibitions using the PlanD mobile exhibition van (MEV) to publicise the Draft Urban Renewal Plan (including Action Area Plans) and gauge public feedback. The Consultants may be required to organise the exhibition at an additional



venue in the Kowloon City District at a price quoted in the Fee Proposal as an optional task.

- 4.16 The Consultants shall, with inputs from the Planning Study and SIA Consultants, prepare a proposal for the roving/mobile exhibitions outlining the preliminary ideas on design of exhibition panels for installation at the fixed venues and MEV, including but not limited to, basic captions, text, images, digital files for illustration, creative design of graphics, photographs, exhibition materials and arrangements to the DR for approval within 5 weeks from the commencement of the Assignment. The proposal shall also recommend effective means to solicit comments of the visitors on the Draft Urban Renewal Plan during the roving/mobile exhibitions for approval of the DR.
- 4.17 The Consultants shall design, prepare and produce the exhibition panels and materials for the roving/mobile exhibitions in accordance with the proposal approved by the DR. The Consultants shall submit the draft exhibition panels and materials to the DR for approval within 7 weeks from the commencement of the Assignment. The final exhibition panels and materials shall be provided to the satisfaction of the DR at least 2 weeks before the start of the roving/mobile exhibitions. The electronic version of the exhibition panels and materials satisfying the requirements as stated in Clause 4.12 shall also be provided on the same date.
- 4.18 The Consultants shall be responsible for identifying, hiring and setting up at two suitable venues for roving exhibitions to be approved by the DR. The rental cost of the venues, to be agreed by the DR prior to confirmation of venue booking, and other miscellaneous charges required by the venue management such as electricity shall be reimbursable/payable by the Government. The Consultants shall also be responsible for obtaining all necessary approvals/licences from relevant authority as and when required.
- 4.19 The exhibition period for each of the identified roving exhibition venues shall be up to 7 calendar days and not less than 10 hours per day. Exact date and timing for setting up and dismantling of the roving exhibition panels and materials at the venues shall be proposed by the Consultants in the public engagement strategy under **Task 1** and approved by the DR to tie in with the programme for the Planning Study and SIA, but in any event the

roving exhibitions shall be completed within 22 weeks from the commencement of the Assignment.

- 4.20 The layout and decoration of each of the roving exhibition venues shall be designed by the Consultants subject to the approval of the DR. The design shall accommodate all required exhibits which include:-
- (a) 10 panels of 1m (W) x 2m (H) with spotlights to ensure sufficient lighting;
  - (b) racks for public engagement digest, leaflet and feedback form; and
  - (c) any other innovative means of display.

Flexibility shall be allowed in the size specifications and number of the panels listed above in case variations are required to meet with the design and venue circumstances.

- 4.21 The Consultants shall design, prepare and deliver a total of three panels of 1.1m (W) x 1.7 m (H) for installation on the MEV managed by the PlanD. The Consultants shall propose locations, schedule and operation guidelines for the PlanD MEV to stage the mobile exhibitions. The Consultants are also required to collect from the PlanD and record the number of daily visitors to the mobile exhibitions, which shall be completed within 22 weeks from the commencement of the Assignment.
- 4.22 The content of all exhibition panels and materials should be bilingual in English and Chinese, self-contained, concise, and written in an easily understandable and high quality language. The exhibition panels shall be professionally designed, laid out and set up, using suitable materials for indoor/outdoor display.
- 4.23 The Consultants shall be responsible for keeping and storage of the roving exhibition panels and relevant exhibition materials during the public engagement period. All necessary security arrangements for safeguarding the roving exhibition panels and other exhibition materials shall be made by the Consultants. In case there are damages and/or loss of the exhibits before and during the exhibition periods, the Consultants shall be

responsible for replacing the damaged and/or missing exhibits by new exhibition materials without delay to facilitate the smooth running of the exhibitions and reporting to the DR as soon as possible. The cost of replacement shall be borne by the Consultants. The replacement shall be available within 24 hours after discovery of the problem.

- 4.24 The Consultants shall be responsible for refilling the public engagement digest, leaflet, feedback form and any other publicity materials, monitoring, maintaining order, controlling crowd, carrying out routine security duties and recording the number of daily visitors during the roving exhibitions at the venues.
- 4.25 At the close of the roving exhibitions, the Consultants shall be responsible for dismantling all exhibition panels and materials, and storing them at a safe place for subsequent use in the public forum, if required. The Consultants shall ensure that the venues are left in a clean and tidy condition free of debris after the removal of the exhibits. The Consultants are responsible for making good any damage to the properties of the venues and the related cost, and reporting to the DR as soon as possible.
- 4.26 The Consultants shall arrange transportation for the picking up, packing and transportation of all roving exhibition materials, including the exhibition panels, to and from the exhibition venues. All exhibits must be packed by trailer-made crates with foam board lining on the sites. At the close of each roving exhibition or public forum, as the case may be, the Consultants shall transport to the DR all those exhibits that would still be required. All transportation cost shall be borne by the Consultants.

*Task 2C – Public Forum*

- 4.27 The Consultants shall organise and carry out one public forum to gauge public feedbacks on the Draft Urban Renewal Plan for the Kowloon City during the public engagement period. An additional public forum may be required to be arranged at a price quoted in the Fee Proposal as an optional task.

- 4.28 The Consultants shall, with inputs from the Planning Study and SIA Consultants, prepare a proposal for the public forum covering but not limited to the proposed arrangements, programme rundown, an invitation list, proposed design of a backdrop, to the DR for approval within 5 weeks from the commencement of the Assignment.
- 4.29 The Consultants shall be responsible for identifying, hiring and setting up of one suitable venue in the Kowloon City District, to be approved by the DR, for the public forum. The rental cost of the venue, to be agreed by the DR prior to confirmation of venue booking and other miscellaneous charges required by the venue management such as electricity shall be reimbursable/payable by the Government. The layout and decoration of the public forum shall be designed by the Consultants subject to the approval of the DR. The public forum shall include:
- (a) a stage or a designated area for the presenters (the Consultants shall propose the dimension);
  - (b) a backdrop (the Consultants shall propose the dimension and location);
  - (c) at least 300 chairs for participants;
  - (d) suitable audio-visual equipment and computer for the stage and the floor speakers;
  - (e) a reception area with table(s), decoration and signature books;
  - (f) racks for publicity materials; and
  - (g) the exhibition panels produced under **Task 2B** subject to the decision of the DR.

Flexibility shall be allowed in the above specifications in case variations are required to meet with the design and venue circumstances.

- 4.30 Exact date and timing for the public forum shall be proposed by the Consultants in the public engagement strategy under **Task 1** and approved

by the DR to tie in with the programme for the Planning Study and SIA, but in any event the public forum shall be completed within 22 weeks from the commencement of the Assignment.

- 4.31 The Consultants shall be responsible for the design, production, transportation, setting up and dismantling of the backdrop and the stage at the venue for the public forum to the satisfaction of the DR.
- 4.32 The Consultants shall be responsible for the provision, transportation, setting up and dismantling of the venue set-up mentioned in Clause 4.31, and the provision of suitable audio-visual equipment to allow clear audio-visual recording of the event. The Consultants shall also ensure that the venue is left in a clean and tidy condition free of debris. The Consultants are responsible for making good any damage to the properties of the venues and the related cost, and reporting to the DR as soon as possible.
- 4.33 The Planning Study Consultants shall make presentations of the urban renewal proposals to participants and response to public comments in the public forum. The Consultants shall make arrangement on provision of full staffing for the public forum including, but not limited to moderators/facilitators for the event, technicians for the audio-visual system and other equipment made available during the public forum to provide necessary technical assistance, and sufficient staff for security, crowd control and other general support. The Consultants shall arrange public liability insurance for the public forum. The simultaneous interpretation services from Cantonese to English and vice versa shall be required for the public forum. An optional service may be required to provide the simultaneous interpretation service from Putonghua to English/Cantonese and vice versa.

*Task 2D - Other Public Engagement Activities*

- 4.34 The Consultants shall be responsible for organising and conducting the public engagement activities including neighbourhood meetings, focus group discussions, briefings, conflict resolution/consensus building workshops and other agreed mode(s) of activities. The Consultants shall coordinate with the Planning Study Consultants who would make presentations to the target audiences, (particularly the residents and business

operators in the impacted neighbourhoods, elderly, ethnic minorities, new arrivals etc.) in these activities. These meetings/activities may be held outside normal office hours. The detailed arrangement of the public engagement activities shall be included in the public engagement strategy as required under **Task 1**.

- 4.35 The arrangement of public engagement activities including printing of additional copies of public engagement digest, leaflet, poster and other publicity materials, organisation of an additional public forum/exhibition, hire of venue etc. shall be procured as reimbursable items with prior written consent of the DR or by a direct contract between Government and the Contractor/Supplier in accordance with the Stores and Procurement Regulations. The Consultant shall assist the Employer to define the requirements, prepare the tender documents for these Government contracts, and suggest potential suppliers for the DR to invite quotations.

### **Task 3 – Public Engagement Report**

- 4.36 Upon completion of the public engagement activities, the Consultants shall, with inputs from the Planning Study and SIA Consultants, prepare the public engagement report. The draft public engagement reports (30 copies) shall be submitted and circulated to the DR/SG/KC DURF for comments within 26 weeks from the commencement of the Assignment and revised to take into account comments received where appropriate. The final public engagement reports (50 copies for English version and 100 copies for Chinese version) shall be submitted within 1 week after endorsement and acceptance by the DR/SG/KC DURF (i.e. within 32 weeks from the commencement of the Assignment).
- 4.37 The Consultants shall be responsible for making records of and summarising, in both English and Chinese, public comments/development proposals received during the Stage 2 PEP as stated in **Task 2**. A public engagement report, in both English and Chinese versions, shall be prepared covering the subject of public engagement activities undertaken, overview of major comments/proposals received, tabulated summary of comments/proposals received, the appropriate responses to them and the way forward, etc. The public engagement report shall be self-contained, and written in an easily understandable and high quality language. The

Consultants shall be responsible for the design and artwork of the document.

4.38 The Consultants shall provide a hard copy and an electronic version of the final public engagement report to the satisfaction of the DR for the purposes of printing and uploading onto the project webpage. The electronic version shall satisfy the following requirements:

- (a) with formatted/typeset text in a format to be agreed with the DR;
- (b) in searchable Acrobat (.PDF) format without loss of data and change in appearance compared with the corresponding hard copy, which can be readily used for printing purpose;
- (c) in a suitable HTML format comprising the contents (in English, Traditional and Simplified Chinese editions), images and clips if necessary, which can be integrated with the project website and readily for upload; and
- (d) a digital copy conforming to WCAG 2.0 Level AA standard.

Both the hard and digital (in a set of compact disc(s)) copies of the final public engagement report shall be delivered to the DR on the same day.

### **Other Services**

4.39 The Consultants shall provide input to the Planning Study Consultants for updating the project webpage established by the Stage 1 PEP Consultants and maintained by the Planning Study Consultants after the completion of the Stage 1 PEP assignment. The Consultants shall provide to the Planning Study Consultants the information about the Stage 2 PEP such as programme of public engagement activities, public engagement digest and other publicity materials, public engagement report etc. and such information shall be in a format ready for uploading to the project webpage, which is designed to conform to the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 Level A and AA requirements.

- 4.40 All deliverables shall be submitted in outline format covering all key points to the DR for agreement before writing up. A draft shall be submitted to the DR for consideration prior to issue.
- 4.41 If directed by the DR, the Consultants shall make revisions or supplements to the deliverables and arrange the revised deliverables to the DR for further consideration.
- 4.42 The Consultants shall comply with all reasonable instructions of the DR with all relevant circulars, standing instructions, technical memoranda and policy documents as directed by the DR.
- 4.43 The Consultants shall copy all correspondence with Government bureaux/departments, other authorities, bodies or persons affected by the Assignment to the DR for information.
- 4.44 A Study Steering Group (SG) with members from the KC DURF have been set up to provide guidance to the Consultants on the assignment directions, and endorse the major deliverables of the Assignment. The Consultants shall attend the SG meetings which will discuss and endorse the deliverables.
- 4.45 The Consultants shall:
- (a) throughout the course of the Assignment, consult and liaise with relevant Government departments, relevant organisations and stakeholder groups, District Council and/or its Sub-committees, Area Committees, local non-government organisations, affected groups and trades/businesses, bodies or persons identified in the Assignment, as necessary. Relevant records of meetings/interviews and correspondence shall be produced and copied to the DR;
  - (b) attend meetings as required by the DR to discuss progress of the Assignment or related issues. The Project Director of the Consultants, together with one or more of his professional staff and associated specialist Consultants as necessary, will be required to attend meetings of the KC DURF, SG, Consultants Liaison Meeting, liaison meetings with the Planning Study and SIA Consultants to



address the interface issues among the studies, or other meetings as requested by the DR. If so requested by the DR, the Consultants shall prepare papers and briefing notes, in either English or Chinese or both, for the meetings;

- (c) attend external meetings such as Town Planning Board, Kowloon City District Council and/or its Sub-committees, Area Committees, professional bodies and any other relevant committees or authorities as and when reasonably required, subject to determination of the DR. If so requested by the DR, the Consultants shall prepare papers and briefing notes, in either English or Chinese or both, for the external meetings; and
- (d) attend a maximum of 25 external meetings, in addition to those stated in item (b) above and inclusive of public engagement activities, as part of the Assignment. Attendance at further external meetings may be required and shall be paid on an all-inclusive time-charge basis as specified in the fee proposal.
- (e) The Planning Study Consultants shall participate and present the urban renewal proposals to the target consultees and/or the public at these meetings. The Consultants' representatives attending the meetings shall be of appropriate rank and experience. For avoidance of doubt, liaison meetings or discussion with relevant bureaux/departments to address/resolve issues arising from the Assignment shall not be counted towards the 25 meetings.

## **5. Deliverables**

- 5.1 Unless otherwise specified or agreed by the DR, all deliverables shall be prepared in Chinese version. The Consultants shall produce and submit deliverables (i.e. public engagement strategy, exhibition/public forum proposals, exhibition panels/materials, digest/publicity materials and report) as required under **Tasks 1 to 3** outlined in Clause 4 above to the DR and other parties to be specified by the DR by the due dates specified in the programme agreed under **Task 1**, unless otherwise agreed by the DR. Apart from the hard copies, digital version of the deliverables shall be

prepared to expedite the circulation process. The Consultants shall be responsible for the distribution of documents as required by the DR.

5.2 The Consultants shall also provide the deliverables in digital format as follows:

- (a) The finalised version of the following deliverables shall be accompanied by a digital copy:
  - (i) all presentation and publicity materials relating to the PEP; and
  - (ii) all reports and documents as required under **Tasks 1 to 3** above.

The digital copy shall be saved in a convenient medium, such as compact disc or DVD and kept in a protective pocket attached to the hard copy delivered.

- (b) When requested, the Consultants shall also provide the digital copies of the draft versions of the deliverables.
- (c) Unless otherwise agreed by the DR, the digital copies of the deliverables shall be in Microsoft Word 2007 format or shall be printable by Microsoft Word 2007, and in Acrobat (.PDF) format without loss of data and change in appearance compared with the corresponding hard copies, except that:
  - (i) drawings shall be in Microstation DGN format and in Hong Kong 1980 Grid and WGS84 datum if applicable;
  - (ii) supporting plans and all the detailed design drawings shall be prepared in compliance with the Cartographic Specification for Departmental Plans to be provided by the PlanD, where applicable;
  - (iii) project programme shall be in MS Project 2000 format or format subject to approval of the DR;

- (iv) photographs, photomontages, illustrations, portraits, documents provided by others and documents involving signatures shall be scanned and saved in TGA, TIFF, GIF, JPEG, bitmap or Acrobat (.PDF) formats; and
  - (v) aerial photos and satellite images (if applicable) shall be provided in TIFF file format.
- (d) All digital copies of the deliverables shall have a resolution of at least 200 dpi, where applicable.
- (e) Upon completion of the PEP, the Consultants shall submit to the DR a set of compact disc(s) in duplicate kept in rigid plastic cases and containing the digital copies of all deliverables mentioned in (a) above as well as a digital copy of the Assignment Brief to be provided by the DR. The compact discs shall also include an index file in HTML or equivalent format and the following information about each of the digital copy provided:
- (i) Title of the Deliverable;
  - (ii) Version number and date of issue of the Deliverable;
  - (iii) File name of the Deliverable;
  - (iv) Software used to create the Deliverable;
  - (v) Version of the software; and
  - (vi) Highlights of any pre-existing intellectual property rights.

A sample index page is included in **Annex 4**.

- (f) The compact discs submitted shall be clearly labeled on the surfaces and the protective cases with the date of production of the compact discs and the Agreement number and title of the Assignment, the name of KC DURF Secretariat and the Consultants. In addition, the surface of the compact discs shall be stamped with the company chop of the Consultants and spines of the cases should be marked with the Agreement number.

- 5.3 The Consultants shall seek the agreement of the owners of the intellectual property rights to allow the Government to copy, distribute or amend those deliverables in respect of which there is a pre-existing intellectual property right.
- 5.4 The Consultants shall also take note of the following:-
- (a) for all the HTML versions required in this Assignment, a content page capable of providing hyperlink to each section and sub-section of the reports shall be provided. Hyperlinks to all figures, drawings, tables, etc. shall also be provided in the main text from where the respective references are made. All graphics shall be in a format to be agreed with the DR.
  - (b) reports shall be submitted in A4 size and accompanying drawings of convenient sizes but not exceeding A3 size format or approved in writing by the DR. The Consultants shall submit together with the reports a digital copy of all drawings presented in the reports.
  - (c) the submitted deliverables shall become the property of the Government with full copyright. The Consultants shall draw to the Employer's attention the deliverables which are under licence and any pre-existing copyright or patent on any deliverables and any other restriction whatsoever affecting the Employer's use of the same and, if required by the DR, to establish the existence of any licence, copyright, patent or restriction. Licences for computer programmes shall be assigned to the Employer unless prohibited by licensors.
  - (d) the Consultants shall adopt the following green measures in preparing the deliverables:
    - (i) all reports and documents other than drawings, plans and photographs shall be of single line spacing and printed on both sides of the paper;
    - (ii) the final Stage 2 public engagement report shall be printed on recycled paper. The use of recycled paper with not less than 50% recycled materials and not exceeding 80 gsm shall be used

as a general rule. The logo of recycled paper shall be printed in a prominent area of the reports;

- (iii) reports and documents other than the final Stage 2 public engagement report should preferably be printed on recycled paper. Otherwise, the paper used should not be excessively bleached;
- (iv) unnecessary or excessive use of plastic laminates, glossy covers or double covers shall be avoided. Use of recyclable non-glossy art board papers as document covers should be encouraged;
- (v) excessive page margins and line spacing should be avoided. A top/bottom margin of 2 cm and left/right margin of 2.5 cm are sufficient;
- (vi) use of blank paper should be avoided as far as possible; and
- (vii) suitable font type of font size 12 shall be used generally in balancing legibility and waste reduction objective.

## **6. Programme of Implementation**

- 6.1 The date for commencement of the Assignment shall be the date of the Letter of Acceptance.
- 6.2 The PEP shall be completed within 32 weeks from the date of commencement of the Assignment subject to a programme agreed by the DR/SG/KC DURF. The public engagement activities may need to be extended to tie in with the meeting schedule of concerned parties. Subject to approval of the DR/SG/KC DURF, the Consultants shall revise and update the study programme to incorporate these extensions.
- 6.3 The milestone events of this Assignment shall be completed in accordance with the following programme:

<b>Milestone Events</b>	<b>Due Date (from date of commencement of the Assignment)</b>
Submission of Draft Public Engagement Strategy	within 3 weeks
Submission of Draft Public Engagement Digest	within 5 weeks
Submission of Proposals for Roving/Mobile Exhibitions and Public Forum	within 5 weeks
Submission of Draft Designs for the Leaflet, Poster, Street Banner and Feedback Form	within 5 weeks
Submission of Draft Exhibition Panels	within 7 weeks
Submission of Final Public Engagement Strategy	within 10 weeks
Submission of Final Public Engagement Digest	within 10 weeks
Submission of Final Set of Exhibition Panels/ Materials	within 12 weeks
Completion of Public Engagement Activities including Roving/Mobile Exhibitions	within 22 weeks
Submission of Draft Stage 2 Public Engagement Report	within 26 weeks
Submission of Final Stage 2 Public Engagement Report	within 32 weeks

- 6.4 The Consultants shall endeavor to ensure that the Assignment is carried out in accordance with the programme and shall submit regular programme reviews as part of the progress reports referred to in Clause 7 of this Assignment Brief. The Outline Study Programme at **Annex 5** is for reference only.

## **7. Progress Reports**

The Consultants shall submit to the DR progress reports at monthly intervals on all aspects of the Services relating progress to the Programme referred to in Clause 6 of this Assignment Brief. The reports shall include a list of those items of the services falling behind the Programme, together with proposals to rectify the delay/expedite so as to complete the Assignment on time. The report shall highlight any change to the study team/management structure and give justifications for the change.

## **8. Director's Representative**

- 8.1 The DR as defined in the Terms of Quotation shall be the Assistant Director of Planning/Metro for the Assignment, or such other person as may be authorised by the Director of Planning in writing and notified to the Consultants. The DR may delegate any of the powers and functions vested in him to other officers. If the Consultants are dissatisfied with a decision or instruction of any such person, the matter shall be referred to the DR for a ruling.
- 8.2 During the course of the Assignment, the Consultants shall report direct to the DR via the Chief Town Planner/District Urban Renewal Forum (CTP/DURF) as appropriate.

## **9. Specialist and Sub-Consultant Services**

The Consultants shall provide all specialist and sub-consultant services required for the satisfactory completion of the Assignment. The Consultants are required to produce English translation of the deliverables as set out under Clause 5 of this Assignment Brief. No additional fees or expenses for the provision of such services rendered locally or overseas shall be payable by the Employer except as otherwise provided for in the Schedule of Fees.

**Planning Department**  
**October 2012**

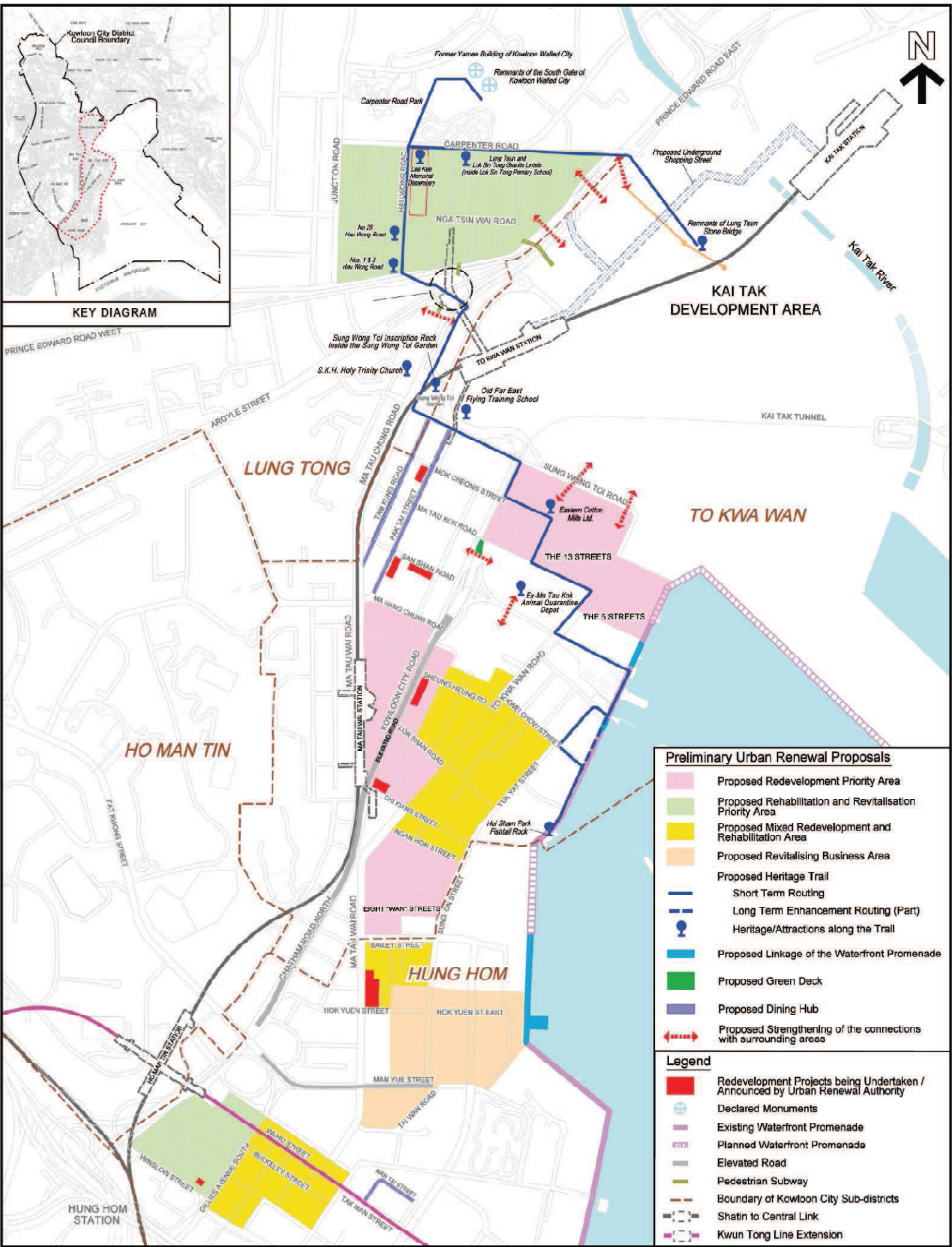
**QUOTANTION REF: PLNQ 43/2012**  
**STAGE TWO PUBLIC ENGAGEMENT PROGRAMME OF THE**  
**STUDY ON URBAN RENEWAL PLAN FOR KOWLOON CITY**

**Terms of Reference of the Kowloon City DURF**

The KC DURF has been set up:

- 1) To advise the Government through the Secretary for Development on urban renewal plans within the Kowloon City area from a holistic and integrated perspective, having regard to the Urban Renewal Strategy promulgated in 2011, including advice on redevelopment and rehabilitation areas in tandem with the Urban Renewal Authority's core business, plus preservation and revitalization initiatives contributing to a quality city environment;
- 2) To conduct and oversee, with funding support from the Urban Renewal Trust Fund, broad-based public engagement exercises, planning studies, social impact assessments and other related studies, in the process;
- 3) To monitor progress of implementation of the identified redevelopment, rehabilitation, preservation and revitalization projects to be taken forward; and
- 4) To assume a public education role through an outreach programme to all the relevant stakeholders with a view to fostering district partnership in urban renewal work.





- Preliminary Urban Renewal Proposals**
- Proposed Redevelopment Priority Area
  - Proposed Rehabilitation and Revitalisation Priority Area
  - Proposed Mixed Redevelopment and Rehabilitation Area
  - Proposed Revitalising Business Area
  - Proposed Heritage Trail
  - Short Term Routing
  - Long Term Enhancement Routing (Part)
  - Heritage/Attractions along the Trail
  - Proposed Linkage of the Waterfront Promenade
  - Proposed Green Deck
  - Proposed Dining Hub
  - Proposed Strengthening of the connections with surrounding areas

- Legend**
- Redevelopment Projects being Undertaken / Announced by Urban Renewal Authority
  - Declared Monuments
  - Existing Waterfront Promenade
  - Planned Waterfront Promenade
  - Elevated Road
  - Pedestrian Subway
  - Boundary of Kowloon City Sub-districts
  - Shatin to Central Link
  - Kwun Tong Line Extension

**Note:** The Preliminary Urban Renewal Proposals endorsed by DURF will form the basis for conducting the Stage 1 Public Engagement, the Planning Study and the SIA, so as to formulate the Urban Renewal Plan for the Kowloon City District. The Government will make a decision on the implementation of the Plan having regard to the situation at the time.

**Quotation Ref. PLNQ 43/2012  
Stage Two Public Engagement Programme of  
Urban Renewal Plan for Kowloon City**

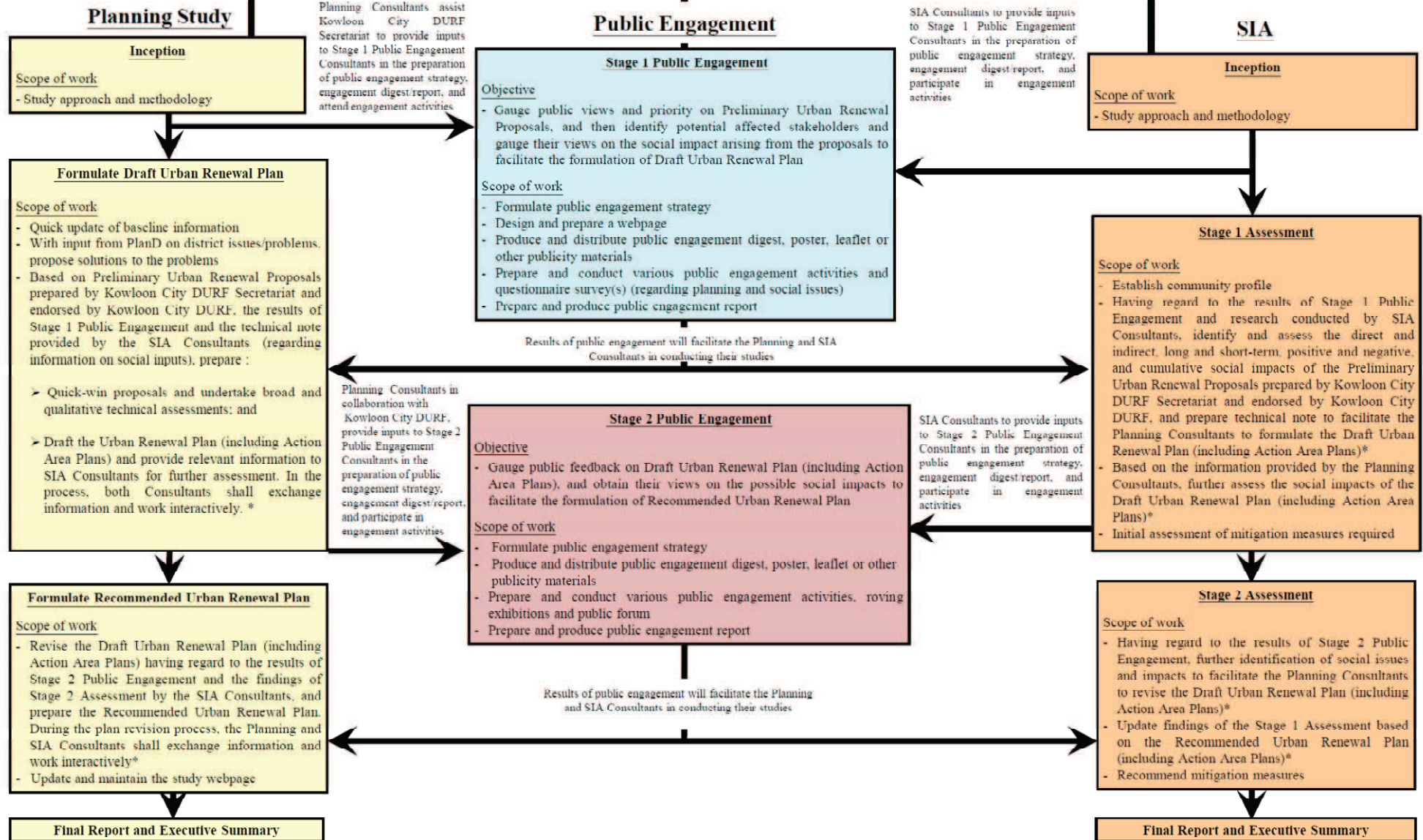
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PLAN No. M/DURF/12/21	Annex 2
BASE PLANS No. 11 NW & NE	
Date : 19.9.2012	

Interface of Key Tasks to be undertaken by the Planning Study, Public Engagement and SIA Consultants

Kowloon City DURF Secretariat

Preliminary Urban Renewal Proposals endorsed by the Kowloon City DURF forms the basis for the various Study Consultants to cooperate in the preparation of the Urban Renewal Plan. The Secretariat will play the role of lead consultant, and coordinate the work of the Study Consultants



\*Task requires Planning Consultants to cooperate and work interactively with SIA Consultants

**QUOTANTION REF: PLNQ 43/2012**  
**STAGE TWO PUBLIC ENGAGEMENT PROGRAMME OF THE**  
**STUDY ON URBAN RENEWAL PLAN FOR KOWLOON CITY**

**Sample Index Page for Deliverables**

**Details of Agreement**

Agreement No.	
Title of Agreement	
Brief	<a href="#">Brief.htm<sup>1</sup></a>

**Details of Consultants<sup>2</sup>**

Name of Consultants	
Address	
Telephone No.	
Fax No.	
E-mail Address	

**Details of Sub-Consultants<sup>2</sup>**

Name of Sub-consultants	
Address	
Telephone No.	
Fax No.	
E-mail Address	

**Deliverables**

Title of deliverables	Version no.	Date of issue	Hyperlink <sup>3</sup> to constituent files	Software used to create the constituent files (with version)	Highlights of any pre-existing intellectual property right
<i>[e.g. Inception Report]</i>	<i>[e.g. 3.1]</i>	<i>[e.g. 3 December 2011]</i>	<a href="#">Main Text.doc</a>	Microsoft Word 07	Nil
			<a href="#">Table 1.xls</a>	Microsoft Excel 07	Nil
			<a href="#">Appendix 1.doc</a>	Microsoft Word 2007	Nil
			<a href="#">Appendix 2.doc</a>	Microsoft Word 2007	Nil
			<a href="#">Photo 1.gif</a>	Microsoft Picture Manager 12.0	Company X owns the copyright of this file. Their agreement to copy, distribute and amend this file has been obtained.

<sup>1</sup> A hyperlink to the finalized version of the Brief of the Assignment should be included. In case, the Brief comprises several documents, hyperlinks to all such documents should be included.

<sup>2</sup> In case there are more than one consultant firm or sub-consultant, additional tables should be inserted and their information should be provided in the tables.

<sup>3</sup> The hyperlink should be set relative to the file location of this index file.

**Stage Two Public Engagement Programme of Urban Renewal Plan for Kowloon City**  
Outline Study Programme

Tasks	Weeks																																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	
<b>Task 1 Public Engagement Strategy</b>																																				
Formulation of Public Engagement Strategy	■									▲																										
<b>Task 2 Public Engagement</b>																																				
Task 2A Preparation and Production of Public Engagement Digest and Publicity Materials	■									▲																										
Task 2B Preparation for Roving/Mobile Exhibitions	■											●																								
Roving/Mobile Exhibitions													■																							
Task 2C Preparation for Public Forum	■											●																								
Public Forum																			■																	
Task 2D Public Engagement Activities													■																							
<b>Task 3 Public Engagement Report</b>																																				
Draft Public Engagement Report																							■													
Final Public Engagement Report																											■									

- ▲ SG/DURF meeting (endorsement of Public Engagement Strategy and Public Engagement Digest)
- Issue invitation and/or distribution of engagement/publicity materials