

MEETING AGENDA

PROJECT: Earlham Comprehensive Plan

DATE: June 9, 2022

LOCATION: City Hall

1. Discuss Comprehensive Plan Objectives
 - a. Plan to be used to guide growth and development within a city
 - b. Key aspects
 - i. Inventory of existing community conditions
 - ii. Engagement exercises with community to define character, strengths, and weaknesses *Outreach*
 - iii. Goals, strategies and action items that guide decisionmakers to implement the vision of the city
2. Discuss Public Engagement Strategies *Website outreach*
 - a. Advisory Committee
 - b. Online Outreach
 - c. Key Stakeholders *- business owners, prominent*
 - d. Public Outreach Meetings
3. Discuss Scope of Work
 - a. Research and Analysis
 - b. Vision Input and Direction
 - c. Draft Plan and Review
 - d. Final Plan and Adoption
4. Schedule

*enough
w/ Compliance?
Business?
COG.*



PLANNING SERVICES AGREEMENT CITY OF EARLHAM, IOWA - COMPREHENSIVE PLAN

PROJECT DESCRIPTION

Planning services will be provided by Shive-Hattery (Consultant) to the City of Earlham, Iowa, (City) to create a new Comprehensive Plan. Shive-Hattery will be assisted by Confluence (Subconsultant). The Consultant Team anticipates working collaboratively with City Staff, the City Council, and the Planning Commission as well as the Comprehensive Plan Advisory Committee.

The following details our proposed Scope of Services based on our understanding of the City's desired process and outcomes.

A. SCOPE OF SERVICES

PHASE 1: PROJECT KICK-OFF, RESEARCH + ANALYSIS (APPROXIMATELY 2 MONTHS)

1.1 Project Pre-Kick-Off Meeting with City Staff

The Consultant Team will meet with City staff to prepare for the project kick-off. *(Virtual meeting)*

1.2 Project Kick-Off Meeting with the Advisory Committee (AC Meeting #1)

The Consultant Team will facilitate a project kick-off meeting with City staff and the Advisory Committee (AC). The purpose of this meeting is to:

- Establish roles, responsibilities, and project contacts;
- Determine any initial data needs;
- Review the project scope, schedule, and key meeting dates;
- Identify key stakeholders (including Vision Plan stakeholders) and desired public input process and outcomes; and,
- Review the Public Outreach Plan.

At the Kick-Off Meeting, Consultant Team will also take the opportunity to review the current issues and opportunities with the group to identify key focus areas that will likely be drivers of this process. *(In-person meeting)*

1.3 Public Outreach Plan + Project Name and Logo

With the input and review of the City, our team will collaborate with staff to brand the Comprehensive Plan, creating a thoughtful name and graphic/logo. Our approach will craft a distinctive graphic appearance for the outreach and identity of this planning process while also complimenting the look and feel.

1.4 Existing Conditions Analysis Review Meeting with Advisory Committee (AC Meeting #2)

Our team will present to City staff and the Advisory Committee an overview of our team's analysis of the previous plan, existing conditions, and anticipated trends. For this overview, we will develop:

- A community profile with population analysis and projections;
- A high-level housing, employment, and economic analysis;
- An analysis of existing land uses;
- An assessment of the existing parks and recreation facilities;
- A high-level summary of the water, sanitary sewer, and storm sewer infrastructure and street network; and,
- A preliminary community assessment of issues and opportunities.

(In-person meeting)

PHASE 2: VISION, INPUT + DIRECTION (APPROXIMATELY 3 MONTHS)

2.1 Online Engagement

At the start of Phase 2, the Consultant Team will set up a Social Pinpoint website to facilitate online engagement between the many stakeholders and community members involved throughout Crete. This same site will host surveys and will be updated and utilized as part of Phase 3 to reveal the plan draft and seek public input. We will also provide information and graphics for posting to the City's website.

2.2 Stakeholder Interviews

Our team will conduct key stakeholder interviews and small group meetings to incorporate this input into the planning process. The interviews and meetings can be conducted with representatives from Crete Public Schools, economic development groups, major landowners and developers, business owners, and other civic and neighborhood organizations. Members of our team will contact, via email, the community stakeholders and community groups as identified by the Advisory Committee and schedule individual and small group meetings to be held virtually via video conference calls. *(Estimated 1-day of virtual meetings)*

2.3 Public Visioning Workshop (Public Meeting #1)

The Consultant Team will facilitate a structured public workshop to identify key issues, priorities, opportunities, and preferences that will guide the direction of the Comprehensive Plan. At this meeting, we will provide an overview of the Comprehensive Plan process and seek input on various aspects of the plans. *(In-person meeting)*

Meeting Advertising: The Consultant Team will collaborate with City staff to advertise the public meetings. The Consultant Team will design meeting fliers for posting at City facilities, inserts for municipal bill mailings, press releases, and graphics for posting on the City's website and social media platforms. The Consultant Team will design and order 15 yard signs to advertise the meeting. These signs will be delivered to City Hall for City staff to place in strategic locations through-out the City and collect them after the workshop for re-use.

2.4 Other Public Engagement Options (Special Event Booths / Youth Workshops / Box City Events)

The Consultant Team will conduct a Youth Workshop, Box City Event, and/or set up a booth to collect input at special events. As part of finalizing the Public Outreach Plan at the Kick-Off meeting, our team will work with City staff and the Advisory Committee to solidify our plans for these special events. *(2 in-person events)*

2.5 Stakeholder And Public Input Review with Advisory Committee (AC Meeting #3)

Following these various public and stakeholder input meetings, the Consultant Team will meet with the Advisory Committee to share all of information gathered from the various engagement activities conducted to date. The purpose of this workshop is to review the ideas generated by the stakeholders and community members and set the preferred direction of the Comprehensive Plan. *(In-Person meeting)*

PHASE 3: DRAFT PLAN + EVALUATION (APPROXIMATELY 5 MONTHS)

3.1 Draft Plan

The Consultant Team will prepare a draft Comprehensive Plan that provides a vision and goals to guide Crete for the next 20-years including:

- Community input summary;
- Demographics and economic assessment;
- Housing;
- Land use;
- Major streets;
- Trails plan;
- Parks and recreation;
- Public utilities and infrastructure; and,
- Implementation.

The specific chapters and organization of the documents will be developed in collaboration with City staff and the Advisory Committee. Each section will be prepared and then submitted to the City staff for review and comment. The Consultant will address City staff comments and submit a revised draft of that section to City staff.

3.2 Draft Plan Review Sessions with Advisory Committee (AC Meetings #4 & #5)

The Consultant Team will review the elements and chapters of the draft Comprehensive Plan with the City staff and then with the Advisory Committee at a series of review meeting and update and modify the drafts as requested. *(Estimated 2 virtual or in-person meetings)*

3.3 Draft Plan Public Open House (Public Meeting #2)

The Consultant Team will present the draft Comprehensive Plan at a public open house to be held over an afternoon and evening utilizing story boards to explain the different plan elements and chapters. The project website will be updated to share the draft plan and solicit comments and feedback. *(In-person meeting)*

Meeting Advertising: The Consultant Team will collaborate with City staff to advertise the public open houses. The Consultant Team will design meeting fliers for posting at City facilities, inserts for municipal bill mailings, press releases, and graphics for posting on the City's website and social media platforms. The Consultant Team will design and order stickers to update the yard signs to advertise the meeting. The stickers will be delivered to City Hall for City staff to update the yard signs, place the signs in strategic locations through-out the City and collect them after the workshop for re-use.

PHASE 4: FINAL PLAN + ADOPTION (APPROXIMATELY 2 MONTHS)

4.1 Final Draft Plan

Following the public review and comment period, the Consultant Team will prepare a final draft of the Comprehensive Plan and submit it to City staff for review and comment. We will address City staff comments and submit a revised final draft to City staff.

4.2 Final Draft Plan Review with Advisory Committee (AC Meeting #6)

The Consultant Team will review the public input received in Phase 3 and the proposed final draft Comprehensive Plan with the City staff and Advisory Committee, record feedback and comments, and update and modify as requested. *(Virtual or in-person meeting)*

4.3 Planning Commission Public Hearing (Public Meeting #3)

The Consultant Team will attend the Planning Commission Public Hearing for the review and recommendation on the adoption of the Comprehensive Plan. We will assist the City staff with the presentation of the Plan and will make subsequent revisions to the Plan as may be requested by the Commission and submit updated copies to City staff. *(In-person meeting)*

Meeting Advertising: The Consultant Team will collaborate with City staff to advertise the public Commission and Council public hearings. The Consultant Team will design meeting fliers for posting at City facilities, inserts for municipal bill mailings, press releases, and graphics for posting on the City's website and social media platforms. If desired by the City, the Consultant Team will design and order stickers to update the yard signs to advertise the meeting. The stickers will be delivered to City Hall for City staff to update the yard signs, place the signs in strategic locations through-out the City and collect them after the public hearings for disposal.

4.4 City Council Public Hearing (Public Meeting #4)

The Consultant Team will attend the City Council Hearing for the review and approval of the Comprehensive Plan. We will assist the City staff with the presentation of the Plan and will make subsequent revisions to the Plan as may be requested by the Council and submit updated copies to City staff. *(In-person meeting)*

FINAL DELIVERABLES

Electronic copies (PDF and Word formats) of the draft and final Comprehensive Plan, presentation materials, and maps and drafts will be provided to the City. The final Comprehensive Plan document will be user and website friendly and graphically rich. The GIS files (ESRI format) for all maps will also be provided to the City for its use.

B. SCHEDULE

The Consultant is prepared to provide the professional services described herein immediately upon the City's notice to proceed. It is anticipated this project will take approximately 12-months to complete. A more definitive schedule for completion of activities can be established with the City at the outset of the project as requested.

C. SCOPE SERVICE FEES BY TASK

The City will compensate the Consultant on a lump sum basis as provided herein and will pay the Consultant monthly based on the percent completion of each phase.

Not included are reimbursable expenses for document and map printing, the Social Pinpoint website fee, yard signs, and travel which are not to exceed \$4,000.

If the nature of the scope of services changes or if the anticipated fees outlined herein require an increase, Confluence will notify the City of the revised scope and/or fee before proceeding with any additional work.

FEES BY PHASE

Phase 1: Project Kick-Off Research + Analysis	\$13,000
Phase 2: Vision, Input + Direction	\$14,500
Phase 3: Draft Plan + Evaluation	\$33,500
Phase 4: Final Plan + Adoption	\$15,500
<i>Reimbursable Expenses Not to Exceed</i>	<i>\$4,000</i>
TOTAL FEE PROPOSAL	\$80,500