

**CITY OF GAINESVILLE
AGREEMENT FOR SERVICES**

This AGREEMENT ("Agreement") made and entered into on this _____ day of June, 2020 ("Effective Date") by and between the CITY OF GAINESVILLE ("CITY"), a Florida municipal corporation, with offices located at 200 E. University Avenue, Suite 425, Gainesville, FL, 32601, and HR&A Advisors, Inc., ("VENDOR") whose mailing address is 99 Hudson Street, 3rd Floor, New York, NY 10013-2815,

WHEREAS, the CITY and VENDOR wish to enter into an Agreement for Services; and

WHEREAS, VENDOR is willing and capable of performing such services.

NOW, THEREFORE, in consideration of the foregoing premises and the mutual covenants contained herein, the CITY and VENDOR agree as follows:

1. EFFECTIVE DATE AND TERM OF AGREEMENT.

The term of the Agreement shall be effective on the Effective Date and shall expire on June 30, 2021. However, upon satisfactory and faithful performance of this Agreement by the VENDOR, the CITY reserves the right, through negotiation with the VENDOR, to extend the term of this Agreement for one (1) year with a maximum of three such extensions.

2. SCOPE OF SERVICES.

VENDOR will perform City of Gainesville Comprehensive Plan Update to include the scope of work detailed in the proposal electronically dated June 3, 2020 and attached as, **Exhibit A, Scope of Work and Budget**.

The CITY reserves the right to order minor changes in the work consisting of additions, deletions, unscheduled work tasks or other revisions within the general scope of this Agreement as described herein and, if such additions, deletions, unscheduled work tasks or other revisions have been made by written amendment to this Agreement, the VENDOR shall not make any claims against the CITY that the scope of this Agreement has been changed requiring changes to the amount of compensation to VENDOR. If the VENDOR believes that any particular work is not within the scope of this Agreement, or will require additional compensation to the VENDOR, then the VENDOR must immediately notify the CITY in writing of this belief. The CITY and the VENDOR may then negotiate the terms of an amendment to this Agreement to address the proposed change in the work scope.

3. AGREEMENT DOCUMENTS.

A. This Agreement consists of the following documents, whether attached to this Agreement or incorporated by reference (collectively the "Agreement Documents"):

- i. This Agreement;
- ii. Proposal from VENDOR dated April 27, 2020 (Exhibit B).
- iii. RFP # DODX-200012-GD-City of Gainesville Comprehensive Plan Update (Exhibit C)

B. The Agreement Documents constitute the entire agreement between the CITY and VENDOR. In the event of conflict or inconsistency between the Agreement Documents, the order of precedence for interpretation shall be the order in which the Agreement Documents are listed above. Conflict or inconsistency within a particular agreement document shall be resolved by having the more specific reference to the matter prevail.

4. COMPENSATION/PAYMENT.

CITY will pay VENDOR in an amount not to exceed two hundred and twelve thousand and six hundred dollars (\$212,600) for the term of the Agreement. Payment shall be based upon phasing of work completed as indicated on pg.8 of Exhibit A, Scope of Work and Budget.

CITY shall make payments in accordance with the Local Government Prompt Payment Act, Sections 218.70, et. seq. Florida Statutes.

5. INDEMNIFICATION.

VENDOR agrees to indemnify and hold harmless the CITY, its officers, and employees, from any and all suits, liabilities, damages, losses, and costs, including but not limited to reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the VENDOR and other persons employed or used by the VENDOR in the performance of this Agreement.

6. INSURANCE.

[Check with Risk for insurance requirements.]

A. During the term of this Agreement, VENDOR shall maintain insurance as follows:

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Workers' Compensation insurance | Providing coverage in compliance with Florida Statutes |
| <input type="checkbox"/> Professional Liability insurance | \$1,000,000 per occurrence combined single limit for bodily injury and property damage |
| <input checked="" type="checkbox"/> Public Liability insurance (other than automobile) consisting of broad form comprehensive general liability insurance including contractual coverage | \$1,000,000 per occurrence combined single limit for bodily injury and property damage |
| <input checked="" type="checkbox"/> Automobile Liability insurance | \$500,000 per occurrence combined single limit for bodily injury and property damage |
| <input type="checkbox"/> Property Damage insurance | \$500,000 per occurrence combined single limit for bodily injury and property damage |
| <input type="checkbox"/> Other Approved Limit | Insert amount \$ |

B. Prior to the commencement of work, VENDOR shall provide to CITY a certificate of insurance certifying such insurance and naming CITY as additional insured with respect to general liability only and that CITY will be notified in writing at least thirty (30) days before any such insurance is canceled or materially changed.

C. Insurance must be written by a company licensed to do business in the State of Florida and satisfactory to CITY.

7. SOVEREIGN IMMUNITY.

Nothing in this Agreement shall be interpreted as a waiver of the CITY's sovereign immunity as set forth in Section 768.28, Florida Statutes.

8. TERMINATION.

A. If the VENDOR fails to observe or perform in accordance with the Agreement Documents (a "Default"), then the CITY, after providing at least ten (10) calendar days' written notice to the VENDOR of the Default and the CITY's intent to terminate if such Default continues unremedied during the ten (10) day period, may terminate this Agreement without prejudice to any other rights or remedies the CITY may have under this Agreement and Florida law.

B. This Agreement may be terminated by the CITY, with or without cause, upon thirty (30) calendar days' written notice to the VENDOR. In the event this Agreement is so terminated, the VENDOR shall be compensated for services rendered through the effective date of the termination.

9. INDEPENDENT CONTRACTOR.

VENDOR shall be considered an independent contractor and as such shall not be entitled to any right or benefit to which CITY employees are or may be entitled to by reason of employment. Except as specifically noted in the Agreement Documents, VENDOR shall be solely responsible for the means, method, techniques, sequences, and procedures used by the VENDOR for the full performance of the Agreement Documents.

10. INTELLECTUAL PROPERTY AND WORK PRODUCT.

A. Ownership and Publication of Materials. All reports, information, data, and other materials prepared by the VENDOR pursuant to the Agreement Documents, except those separately identified in the Scope of Services or in other written agreements between the parties, are jointly owned by the VENDOR and the CITY. The CITY has the exclusive and unrestricted authority to release, publish, or otherwise use, in whole or in part, information contained therein and relating thereto. No material produced in whole or in part under the Agreement Documents may be copyrighted or patented in the United States or in any other country without prior written approval of the CITY.

B. Intellectual Property. VENDOR warrants that it owns or has rights to use all intellectual property used for the scope of this project, including patent rights, copyrights, or other intellectual property rights, except with respect to designs, processes, or products of a particular manufacturer expressly required by the CITY.

11. RECORDS AND RIGHT-TO-AUDIT.

VENDOR shall maintain records sufficient to document completion of the scope of services established by the Agreement Documents. These records shall be subject at all reasonable time to review, inspect, copy, and audit by persons duly authorized by the CITY. These records shall be kept for a minimum of three (3) years after termination of the Agreement. Records that relate to any litigation, appeals, or settlements of claims arising from performance under this Agreement shall be made available until a final disposition has been made of such litigation, appeals, or claims.

12. VENDOR'S ASSURANCES.

VENDOR warrants that the goods and services supplied to the CITY pursuant to this Agreement shall at all times fully conform to the specifications set forth in any applicable competitive solicitation or the Agreement Documents and be of the highest quality. In the event the CITY, in the CITY's sole discretion, determines that any product or services supplied pursuant to this Agreement is defective or does not conform to the specifications set forth in any applicable competitive solicitation or the Agreement Documents, the CITY reserves the right unilaterally to cancel an order or cancel this Agreement upon written notice [and an opportunity to cure if applicable] to the VENDOR, and reduce commensurately any amount of money due the VENDOR.

13. PUBLIC RECORDS.

A. Florida has a very broad public records law and certain records of VENDOR may be subject to the Florida Public Records Act (Chapter 119, Florida Statutes). By entering into this Agreement with the CITY, VENDOR acknowledges that it will comply with this section and that failure by VENDOR to comply with this section is a breach of this Agreement and the CITY may pursue all available remedies. A request to inspect or copy any public records, as defined in Section 119.011(12), Florida Statutes, relating to this Agreement must be made directly to the CITY. If the CITY does not possess the requested public records, the CITY shall immediately notify VENDOR of the request and VENDOR shall, within a reasonable duration of time, either provide the records to the CITY or allow the records to be inspected or copied. In addition, VENDOR shall:

- i. Keep and maintain public records required by the CITY to perform the service; and
- ii. Upon request from the CITY's custodian of public records, provide the CITY with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided by law; and

iii. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Agreement term and following completion of the Agreement if the VENDOR does not transfer the records to the CITY; and

iv. Upon completion of the Agreement, transfer, at no cost, to the CITY all public records in possession of the VENDOR or keep and maintain public records required by the CITY to perform the service. If the VENDOR transfers all public records to the CITY upon completion of the Agreement, the VENDOR shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the VENDOR keeps and maintains public records upon completion of the Agreement, the VENDOR shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the CITY, upon request from the CITY's custodian of public records, in a format that is compatible with the information technology systems of the CITY.

IF THE VENDOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE VENDOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT Mr. Andrew Persons, Interim Director, Dept. of Sustainable Development.

B. Failure by VENDOR to comply with this section, including failure to provide a public record upon request, is a breach of this Agreement and the CITY may immediately terminate this Agreement and may pursue all remedies for breach of this Agreement.

14. ATTORNEY'S FEES AND COSTS.

If any action is brought to enforce this Agreement, or any provision thereof, to collect damages for an alleged breach of this Agreement, or for a declaratory judgment under the terms of this Agreement, the prevailing party in any such action, whether plaintiff or defendant, shall be entitled to reasonable attorney's fees, in addition to costs of the suit.

15. APPLICABLE LAW AND VENUE.

This Agreement shall be governed by and construed in accordance with the laws of the State of Florida, notwithstanding any Florida conflict of law provision to the contrary. In the event of any legal action under this Agreement, venue shall be in Alachua County, Florida.

16. NOTICES.

Any notices from either party to the other party must be in writing and sent by certified mail, return requested, overnight courier service or delivered in person with receipt to the following:

CITY:
Mr. Andrew Persons
Interim Director
Department of Sustainable Dev.
Thomas Center B
306NE 6th Avenue
Gainesville, FL 32601

VENDOR:
Ms. Andrea Batista Schlesinger
Partner
HR&A Advisors, Inc.
99 Hudson Street, 3rd Floor
New York, NY 10013



99 Hudson Street, 3rd Floor, New York, NY 10013-2815
T: 212-977-5597 | F: 212-977-6202 | www.hraadvisors.com

Exhibit A: Scope of Work and Budget

June 3, 2020

Andrew Persons
City of Gainesville, General Government Procurement
200 East University Avenue, Room 339
Gainesville, Florida 32601
RFP NO. DODX-200012-GD
City of Gainesville Comprehensive Plan Update

Dear Mr. Persons:

HR&A Advisors, Inc. (“HR&A”) is pleased to submit this proposal to help convene the people, leaders, and staff of the City of Gainesville (“City” or “Gainesville”) in developing the physical concepts, policy frameworks, and collaborative implementation strategies that will guide the next ten years of equitable economic development for Gainesville’s communities.

Today in Gainesville, there is a once-in-a-lifetime opportunity to directly address these challenges, in service of a deeper, shared goal: bringing City leadership together with community members to develop a revitalized community vision for an equitable future and, further, to align City resources behind a plan that can achieve that vision.

We understand that the goals of this project can be summarized as twofold:

- 1) **To expand the guiding framework** that guides the next decade of economic development decision-making. The City’s next Comprehensive Plan (“Plan”) must include a broader focus to include new thematic areas to address policy, land use, public service, and other areas for investment that can support affordability, access to economic opportunity, avenues for wealth creation, quality of life, and inclusive stewardship of the plan over the long term;
- 2) **To better reflect the goals, priorities, needs, and values of all citizens.** The Comprehensive Plan will “act as a basis for collaboration amongst citizens and their City in mutually shaping their living environment.” In order to create that foundation, public trust and interest are requirements, as well effective and sustainable systems for ongoing stewardship of – and accountability to – the Plan. In support of this goal, the process for developing the Plan must be broad and inclusive, and should result in a Plan that closely reflects and tracks against the perspectives and visions of local residents.

We will bring to bear lessons learned and best practices from across the country, derived from our work on citywide economic development and planning strategies, and from collaborating with mayors across the country on how to proactively embed racial equity into governance.

Please find on the following pages our scope of work and budget. If you have any questions, please feel free to contact me with any questions at abs@hraadvisors.com or (646) 695-5318.

Sincerely,

Andrea Batista Schlesinger
Partner, HR&A Advisors, Inc.

Scope of Work

HR&A proposes the following scope of services and budget:

Phase I: Fact-Finding

Task 1. Review Plans and Historical Documents:

HR&A will review information pertinent to the project and contexts within the city of Gainesville, including documents such as:

- Ongoing planning efforts and/or recent projects and plans;
- Historical engagement outputs and methods;
- Previous comprehensive plans and regulatory requirements;

HR&A will also work with the City of Gainesville to complete a virtual "tour" and/or discussion of Gainesville neighborhoods, anchors, employment centers & major recent projects as appropriate.

As part of Phase 1, HR&A will coordinate with City staff to directly connect and align the Comprehensive Plan Update with other existing planning efforts. Areas for discussion, coordination, and alignment may include specific policy recommendations, zoning and land use amendments, special projects and analyses, engagement activities, and other areas for identification in collaboration with City staff and partners. This coordination will reduce or eliminate any duplication of efforts, and ensure that the Comprehensive Plan Update process and outcomes build on parallel planning efforts, and leverage recent thinking within the department and citywide.

Task 2. Project Kickoff and City Staff Workshops

HR&A will co-design with the client team and facilitate a series of kickoff workshop conversations, with topics including but not limited to the following:

1. Project Management Plan

- Develop project timeline and approaches for timing and/or content flexibility in response to Covid-19;
- Develop methods of coordinating across City and HR&A teams, available City resources and/or time;
- Identifying participants for Committees (Technical Advisory Committee, Citizen Advisory Committee), and cadence of meetings, coordination plans;
- Coordinate approach for coordination with City departmental offices, such as the Gainesville Regional Utilities (GRU) and the City Attorney's Office, the City Commission, the Plan Board; and
- Identifying and developing coordination approaches for intergovernmental, regional, and/or other entities and relevant stakeholders including representatives from Alachua County, the North Central Florida Regional Planning Council, the Alachua County School Board, the Water Management District, FDOT, and others.

2. Project Visioning for Transformative Impact

- Develop overall Plan update goals, priorities, and definitions of success and desired impact;
- Discuss the successes and challenges of recent engagement efforts, planning projects;
- Identify what should change about the substance of the Comprehensive Plan documents as a result of community input and new analysis – the decisions, priorities, and guidance

- represented therein – and how will this Plan update will represent a different and more community-determined vision than in the past;
- Identify what should change about the Plan update process, and how this process be different than in the past; and
 - Identify what should change about the Plan update implementation and its institutionalization within City government, and how the Plan’s impact will be different than in the past.
 - Develop approaches for capacity building within City departments to support institutionalization where possible and appropriate.

3. Setting Foundations for Public Engagement

- Conduct stakeholder mapping exercise, to be refined throughout the project in consultation with stakeholders and residents citywide;
- Discuss potential outreach approaches, methods, platforms, timing constraints and other parameters or targets regarding inclusion and participation;
- Develop answers to key questions, such as:
 - o Why is the City updating its Comprehensive Plan?
 - o How will the Comprehensive Plan impact residents, and community members? Why does it matter?
 - o Where are there meaningful opportunities for input and engagement as the plan is developed?
 - o How can residents stay up to date throughout the planning processes?
- Identify opportunities to engage local community in development and execution of foundational project elements, considering opportunities such as social media and/or paid outreach roles for community members.

To support transparency and share the outputs of these initial conversations, HR&A will work with the City and community partners to document the process through accessible means.

Building from the outputs of these workshop conversations, HR&A will draft the Co-Design Process and Framework as a foundation for the development of the Public Engagement Plan. The framework will include preliminary categorizations of policy and thematic areas for consideration within the Plan update, for discussion and refinement with the City, residents, and stakeholders.

Task 2 Deliverables

- Project Management Plan
- Stakeholder Map
- Proposed Committee, City department, City Commission, Plan Board, and regional stakeholder engagement strategies and schedules
- Co-Design Process and Framework

Task 3. Existing Conditions and SWOT Analysis

The HR&A Team will develop an understanding of existing conditions, including determining how successful the City has been in meeting previously set goals, and what present-day conditions suggest about strengths, opportunities, weaknesses and threats.

HR&A will conduct a series of assessments to support the Comprehensive Plan update process including:

- Economic, retail, real estate market, and demographic analyses,
- Affordable housing market existing conditions,
- Industry assessments and projections,

- Infrastructure and open space network reviews, and
- Targeted neighborhood analyses, framed by overarching assessments of quality of life and access to opportunity across racial and demographic characteristics.

Analyses will be refined in consultation with the City, stakeholders and residents throughout the Plan update process.

Task 3 Deliverable

- Data inventory and analysis of existing conditions of the community inclusive of demographics, employment, land use, mobility, public services, infrastructure and future projections as appropriate.

Phase II: Idea Generation

Task 4. Committee Formation, Consultation, and Outreach Planning:

HR&A will work with the City to convene Technical and Citizen Advisory Committees to support the development of the Comprehensive Plan. Technical Advisory Committees will be developed to support the Plan update process with subject matter expertise across a variety of policy or thematic areas to be included within the Plan. The Citizen Advisory Committee will provide avenues for input on the Plan Update throughout the Plan update process across all subject areas. All members of the Citizen Advisory Committee will be appointed by the City Commission and the Committee and will generally be made up of representatives from various City Boards with additional representatives consisting of general members (inclusive of residents, business owners, development community, and others).

Initial conversation topics including but not limited to:

- Proposed Committee engagement strategies and the Co-Design Process and Framework;
- Roles, responsibilities, opportunities, and expectations for Committee participation;
- Nominations for additional members; and
- Discussion of preliminary baseline conditions findings and opportunities for further analysis and refinement within each subject area.

Using the City-approved Co-Design Process and Framework, HR&A will work with the City and community members through the Citizen Advisory Committee to draft, refine and finalize the Public Engagement Plan, which will be partially informed by baseline conditions analysis findings.

The Public Engagement Plan will include elements not limited to the following:

- Goals of engagement;
- Range of stakeholders to be updated during the planning effort;
- Engagement techniques that will build public interest and awareness in the Plan, including opportunities for local community members to serve in paid outreach roles and to leverage social media in support of the Plan update;
- Identification and development of digital/online platforms (e.g. websites, social media pages);
- Identification and contracting with local contractor(s) to support planning, logistical design, and implementation of the Public Engagement Plan.*
- A proposed engagement schedule noting the purpose and desired outcomes of each event or engagement opportunity; and

- Engagement assessment to evaluate how effective the process is at attracting and generating meaningful input.

*Note that any contractor(s) will be identified after the Public Engagement Plan has been developed through ongoing discussion with Citizen Advisory Committee and city stakeholders.

Task 4 Deliverables

- Public Engagement Plan (PEP)

Task 5. Strategic Visioning

In accordance with the co-designed Public Engagement Plan, the HR&A Team will work with the City to engage the broader Gainesville community in support of the Comprehensive Plan update, and include desired connections to citywide planning and engagement in support of recovery from the Covid-19 pandemic. Engagement activities at launch will be designed to fulfill a variety of Public Engagement Plan goals, including but not limited to:

- Build awareness of the Comprehensive Plan update process and opportunities for engagement at a variety of levels and through platforms or approaches that maximize all community members' opportunity to participate;
- Build a common vocabulary with stakeholders, City staff, and the wider community, increasing community capacity to engage in a meaningful way in plan development and later accountability;
- Build capacity both within the greater community and within City government; and
- Establish shared understanding of baseline conditions and SWOT findings.

Understanding that long term visioning exercises can often turn into an exercise in building consensus around abstract ideas that are difficult to translate into final plans, the HR&A team will ensure that the Public Engagement Plan will employ creative engagement strategies and structured workshops around tangible topics to directly connect stakeholder input and resident engagement to guidance, policies, and initiatives for further analysis and/or inclusion within the Plan.

Strategic visioning engagement outputs will include but are not limited to:

- Outlines of community need, perspectives, and priorities;
- Long-term community vision statements and goals; and
- Ideas and proposals for initiatives, policies, and/or concepts for further analysis and/or inclusion within the Comprehensive Plan update.

Task 6. Policy Development

The HR&A Team will engage the broader Gainesville community to develop a set of policy recommendations that can help support equitable citywide investment, affordability, and accountability to Comprehensive Plan update goals for the long term.

Task 6.1 Long-Term Affordability and Opportunities Identification

HR&A will work with the community to develop recommendations for tactics and strategies that will help to maximize the presence of affordable housing and commercial space long-term. Building from our knowledge of local and state legislation and tools, HR&A will identify incentives and strategies that may be leveraged to support and maintain affordable housing and commercial real estate, long term operations and maintenance of public assets and infrastructures, and community wealth creation. Throughout these analyses, HR&A will discuss the potential impacts of policy decisions on long-term land use trends, access to job opportunity, and other relevant criteria to be identified with the City and Citizen Advisory Committee. HR&A's recommendations may

include multiple models or functions to implement and/or maintain and oversee the different assets considered (e.g. Community Land Trusts) and may include other recommendations for model exploration at a high level.

Task 6.2 Long-term governance and oversight recommendations development

We understand the importance of developing structures for community members and local organizations to continue to support the master planning process over the long term. We will work with the Citizen Advisory Committee to develop metrics to track progress, a template for annual reporting on Plan implementation progress, and any recommendations for local organizations or residents to take action in support of their values and to hold the City accountable to shared goals.

Phase III. Shared Understanding, Commitment Building and Comprehensive Plan Development

Task 7. Plan Update Drafting

With a firm understanding of the community's vision and goals, HR&A will compile the first draft of all components of the updated Comprehensive Plan. Revised or new Plan elements will be completed and submitted during the course of the Plan update process, and during this phase of work HR&A will conduct additional outreach and engagement activities to solicit feedback on the full draft Plan update, and to confirm prioritization within.

The draft Plan update will also include implementation guidance for discussion and verification with relevant City stakeholders. The implementation plan will outline the short and long term actions necessary to achieve desired goals and objectives for each element of the Plan update, and will identify responsible departments or parties as well as funding sources. The implementation plan will also serve to align the Plan update with the City Commission's Strategic Framework and Plan, and will include annual update and reporting guidance. Annual update processes designed will reflect an ongoing desire to continue community-City co-design and participation in community planning efforts.

Task 7 Deliverables

- Draft Comprehensive Plan Update will include:
 - Statements from the City regarding the goals and objectives of the Plan update process.
 - Community vision for the City of Gainesville, FL in light of historical inequities, existing conditions and projected circumstances.
 - A draft Recommended Development Program that describes market conditions across the city, recommends land use mixes based on projected absorption, and outlines which initiatives or interventions would require public support, and highlight funding strategies to provide that support where needed.
 - A draft Recommended Land Use Plan and accompanying maps that describe the desired balance of land uses across the city, reflecting resident, City, and stakeholder input.
 - Policy development goals, objectives and recommendations to help steward the successful implementation of the Comprehensive Plan for the long term.
 - An Implementation Plan & Annual Update Template, along with associated metrics and methods.
 - Plan elements and documentation developed throughout the course of the project as appropriate.

Task 8. Final Plan Development

In the last phase of the planning process, the HR&A team will hold final meetings with the City, Advisory Committees, regional stakeholders, and general public to review and refine the draft final Comprehensive Plan update.

HR&A will also support the development of user-friendly and graphically compelling supporting materials to help communicate to diverse audiences the content of Plan update, and important elements included such as the collaborative process for developing the shared vision, goals, priorities, projects, policies contained within, and its projected impact on existing city challenges and inequities.

HR&A will participate in a roll-out of the final plan update to key audiences, including Mayor of the City of Gainesville, local elected officials, the community at large, and the media.

Task 8 Deliverables

A final Comprehensive Plan Update, and associated summary materials to be designed in collaboration with the City to maximize accessibility.

Contents will include all those listed within the RFP and any identified by community members throughout the planning process, including:

- An executive summary and introduction;
- A summary of existing conditions;
- A summary of the shared community vision, goals, priorities, and needs;
- A review of existing and proposed comprehensive plan; and
- All Plan elements, recommendations, implementation guidance, and annual reporting strategies.

Project Timeline and Budget

HR&A expects that the project will follow the below timetable, which may be adjusted in consultation with the City client team:

Month	1	2	3	4	5	6	7	8	9	10
Phase I: Fact-Finding										
Phase II: Idea Generation										
Phase III: Shared Understanding, Commitment Building and Comprehensive Plan Update Development										

HR&A has proposed a team of best-in-class industry experts and a scope of work that responds to the City of Gainesville's needs in a manner which we believe brings significant value, credibility, and cost effectiveness.

We have proposed to conduct a number of tasks simultaneously using parallel professional teams, building on existing information whenever possible, relying on a range of directly relevant experience and propose to leverage the knowledge and expertise of assigned City staff.

The following is a summary of our fee proposal for the scope of work described above, as well as an estimate of resource dedication by phase, subject to change as needed to best suit the needs of the Comprehensive Plan Update process.

Phase	Fee
Phase I: Fact-Finding	\$ 90,000
Phase II: Idea Generation	\$ 75,000
Phase III: Shared Understanding, Commitment Building & Comprehensive Plan Update Development	\$ 40,000
FEE/HOURS TOTAL	\$ 205,000
<i>Estimated Reimbursable Expenses</i>	\$ 7,600
TOTAL WITH EXPENSES	\$ 212,600

Resource Dedication by Phase	Partner	Principal	Director	Sr. Analyst	Research Analyst	Total Hours
Phase I: Fact-Finding	50	20	70	100	100	340
Phase II: Idea Generation	35	20	80	50	100	285
Phase III: Shared Understanding, Commitment Building and Comprehensive Plan Update Development	25	10	30	30	65	160

The HR&A Team proposes to complete the scope of work described for a fee of \$212,600, inclusive of estimated travel expenses that the Team may incur as part of this engagement. HR&A has included an estimated four trips to Gainesville for three team members, with airfare, transportation, and lodging totaling approximately \$1,900 per trip, likely occurring as soon as possible and upon the launch of major public engagement efforts, in full acknowledgement of any travel restrictions and public safety protocols relating to Covid-19. Additional information is available upon request.

Note that activities and expenses associated with the to-be-developed Public Engagement Plan, including contractor expenses, are not included within this budget proposal and would be pre-approved by the client and billed at cost. HR&A is open to managing that separate budget and contract as part of this process, but

that cost would be additional and separate from the fees included here, which represent HR&A's resource dedication to the engagement required to complete the plan update. Additional costs to support a more robust local engagement effort would be covered by a separate city contract and budget – which could include:

- contracting with local person(s) to act as project ambassadors,
- paying community members to conduct outreach in support of increasing awareness of community planning conversations and events,
- re-granting to local community-based organizations or non-profits to support the plan update process,
- other roles and activities that we have discussed to date or will discuss and decide on during our Project Kickoff task, and/or
- direct expenses to cover their materials and other related costs to support local engagement activities.

HR&A will invoice for an initiation fee of 25%, or \$51,250, upon execution of this agreement, and then invoice for \$38,750 in Month 5, \$75,000 in Month 8, and \$40,000 in Month 10, in addition to pre-approved reimbursable expenses as incurred. We request payment of the initiation fee within 2 weeks of execution, and subsequent invoices within 30 days after submittal of invoices.