

Request for Proposals (RFP)

City of Gainesville, FL

Department of Doing

Comprehensive Plan Update

DRAFT

Request for Proposals (RFP) format attributed to:

Commerce City, CO Comprehensive Plan Update Request for Proposals (RFP), June 3, 2019, Community Development Department, CD-02-2019

City of Gainesville, FL
Department of Doing
Comprehensive Plan Update

Reference #:

RFP Title: Comprehensive Plan Update

Submission Deadline: November 1, 2019

Question Deadline: October 11, 2019

Submission Place: City of Gainesville, Florida
200 E. University Avenue
Gainesville, FL 32627

RFP Description: The City of Gainesville, FL Comprehensive Plan Update is a contract for a qualified and experienced consultant to analyze the existing comprehensive plan and to propose updates and additions as necessary in order to guide the growth and development of the City for the next 10 years. A strong emphasis will be placed on formulating an inclusive citizen engagement strategy and integrating substantial community participation in the development of that strategy and then the Comprehensive Plan Update. Importantly, it is expected that this effort will be aligned with the City Commission's Strategic Plan.

Project Manager: Erik A. Bredfeldt, PhD, AICP
Economic Development and Innovation Director
352 393 8614
bredfeldea@cityofgainesville.org

1. Introduction and Invitation

The City of Gainesville, Florida (City) is soliciting proposals from qualified consultants (Respondents) to provide an update to the City's 2010 Comprehensive Plan (Plan Update) as described in this Request for Proposals (RFP). The RFP response (Proposal) should serve as a complete approach to providing the Plan Update as set forth in the Scope of Services (Services) of this RFP. Respondent (s) should submit sufficient information to allow the City to select a Respondent to provide the Services within an eighteen to twenty four month timeframe.

The City is looking for expertise in preparing a ten year City of Gainesville Plan Update. Since the last Plan Update, the Land Development Code has been substantially modified, the City Commission has endorsed a Strategic Planning process wedded to the University of Florida's Strategic Planning process, growth and development of the City has accelerated dramatically and issues of inclusion, affordability and a changing physical environment have dominated the public policy conversation. In order to ensure that the Comprehensive Plan continues to be a useful policy document in the context of these identified current circumstances and consistent with the community's expressed desires regarding these matters, the City is seeking this Plan Update.

The intent of this project is to develop a Plan Update that, with the guidance of citizens and other stakeholders, will guide the City's development policy decisions, City services and City projects for the next ten years. It is the City's desire that there be an abundance of community participation in this effort and that the community be engaged not only during the process of the Plan Update but importantly, in the formulation of the community engagement strategy. In addition, it will be important for the Plan Update to be consistent with and in alignment with, the City Commission's Strategic Plan Goals and Objectives and cognizant of community concerns regarding community equity, affordability and a changing physical environment.

Importantly, the Plan Update would include a vigorous public engagement program formulation process with the intent of maximizing public outreach and inclusive participation by community members during the course of the Plan Update effort. This program would be jointly created with the assistance of citizens and stakeholders and the assistance of a locally based civic engagement partner and utilize some of the methods employed by the Government Alliance for Race and Equity (GARE).

In addition, the Plan Update would seek to go beyond the routine evaluation and appraisal of various existing Plan elements to create a document that is holistic in approach and in alignment with the priorities expressed by the City Commission in its Strategic Planning Framework and to address in a creative manner other community priorities (inclusive of other community planning efforts such as those dealing with Mobility, the Urban Forrest, Parks,

Housing, etc.) that might go beyond the current Plan element framework in terms of form and substance.

2. City of Gainesville, FL Information

Community Context:

The City of Gainesville, FL is located in North Central Florida and current population figures are: 122,671 in the City and 247,528 in Alachua County. Gainesville is a unique Florida city in two aspects: 1) as the home of the University of Florida, the age composition of the area and its migration patterns differ substantially from Florida norms; 2) the city is not a major retirement center, and thus the City's growth does not depend on trends in tourism and retirement.

The economy of Gainesville is university, health-care, trade and service oriented, with increasing medical, technological, and industrial influences. The largest area employer is the University of Florida. State and local government agencies are also major employers. The area is a major center for medical services with three large hospitals/medical complexes inclusive of: the UF Health System comprised of Shands Teaching Hospital and its affiliates, the Veterans Administration, and North Florida Regional Medical Center.

Urban Redevelopment:

Downtown is the regional focal point for governmental offices, including Federal, State, County Judicial and Administrative, and City offices. The downtown also is a very strong cultural, restaurant, and entertainment district.

Cultural amenities located in the urban core include the weekly Downtown Farmer's Market, a weekly outdoor concert series (from May through October), and the Hippodrome State Theatre housed in the 1900's Beaux Arts Post Office, and artist studios and galleries. The historic brick streets are dotted with sidewalk cafes, and live music is featured in many of the downtown nightclubs. Many of the area's best restaurants are located downtown. The area also boasts an eclectic mix of historic in-town neighborhoods and modern urban living developments and a fully revitalized area around Depot Park and the Cade Museum of Creativity.

For the past few years, the City has seen unprecedented growth and development within its urban core and throughout the broader City limits as well. The area located adjacent to the University of Florida campus has experienced dramatic changes in its physical environment and more proposed projects are coming forward and are currently under review by staff. These changes are similarly impacting the area located in and around the UF Innovation District and into the downtown.

These transitions/changes to the physical environment have created some tensions in the community as it wrestles with maintaining an appropriate balance between the preservation of its character/authenticity and the pressures to grow and develop and the manifestations of these trends in terms of livability, affordability and inclusiveness.

Similarly, the same magnitude of growth and development is occurring on the west side of town along I-75 due to implementation of the Butler Enterprises project and related development proposals. The City's boundaries have been amended on the west side of town as well through annexation with several larger proposed residential subdivisions recently coming into the City's incorporated boundaries and so this will add additional growth and development in this major regional commercial/retail center.

Racial inequity is a long-standing issue in many communities across the United States, affecting the opportunities of minority individuals and families. Beginning in 2016, a group of Gainesville, Florida community leaders representing Alachua County, Alachua County Public Schools, City of Gainesville, Gainesville Area Chamber of Commerce, Santa Fe College, UF Health, faith communities, the NAACP and the University of Florida saw value in working to understand and document racial inequity in Alachua County by commissioning the development of a baseline report grounded in quantitative findings to document and provide insights about the extent, nature, and source of racial inequality in Alachua County.

The report prepared and published by the University of Florida Bureau of Economic and Business Research (BEBR) entitled "Understanding Racial Inequity in Alachua County" documents how racial divisions in Alachua County perpetuate disadvantage and discrimination in many areas such as employment opportunities, housing and transportation, public accommodations, education, and public benefits to disenfranchised populations.

City of Gainesville, FL Organization:

The City of Gainesville, FL operates under a City Commission-Manager form of local government with the City Commission appointing several Charter Officers inclusive of the City Manager, General Manager of Utilities, City Attorney, City Clerk, City Auditor and Equal Opportunity Director.

The City Commission has adopted and worked in concert with a Strategic Plan Framework since December, 2016. The Strategic Framework serves as a unified document to guide policy development, support management and decision making align resources and budget, and evaluate performance. The Strategic Framework was developed concurrently and in concert with the University of Florida's Strategic Development Plan.

The preponderance of staff reviewing development applications falls within the City Manager's chain of command (Department of Doing (includes Planning/Building); Public Works; Public Safety; Mobility) with Gainesville Regional Utilities (GRU) and City Attorney staff playing a very important role as well.

Comprehensive Plan Background:

The City's Comprehensive Plan has followed the thirty five (35) year evolution in growth management policy and law flowing from Florida's Local Government Comprehensive Planning and Land Development Regulation Act (Florida's Growth Management Act) adhering closely to the issues mandated to be addressed by the State Legislature.

Those who participate in the public conversation about the community's growth and development in terms of its use of land and related infrastructure are often passionate about specific topics under consideration. Historically though, the community has not had the level of participation Citywide in these matters and seeks to build this interest organically through this current Comprehensive Plan Update.

In addition, due to a number of macro societal issues that have arisen in which the current Comprehensive Plan Update is to be prepared such as the rapid rise of new technologies, as mentioned the pace of physical change to the urban environment, the larger societal issues of affordability/inclusiveness, the desire to do a better job of actively engaging with citizens and efforts to collaborate more effectively with community partners the City seeks to be creative in its approach to the Comprehensive Plan Update in terms of both form and substance.

Project Goals:

The Comprehensive Plan will serve as a blueprint for future growth and development of the community and is intended to be the physical development link to the City's Strategic approach to policy implementation as reflected in its Strategic Framework and Plan. The Comprehensive Plan is to be seen as a basis for collaboration amongst citizens and their City in mutually shaping their living environment.

In terms of substance, the goal of the Comprehensive Plan Update will be to reflect the views of the community regarding land use planning and physical development of the urban space through citizen engagement, policy statements, goals/objectives, visual/graphic tools and institutional/market collaboration. The Plan Update is intended to provide clear policy guidance to citizens, elected officials, staff, the development community and other pertinent stakeholders with respect to land use planning and growth management, residential and non-residential development, infrastructure improvements and generally, the protection of the

quality of life overall.

Furthermore, the expectation is that the substantive direction and recommendations of the Plan Update will be reliant on diverse sources of quality data that can assist the community in shaping the conversation about the future in terms of available urban and community analytics.

In terms of form, the goal of the Comprehensive Plan Update is to communicate the aforementioned policy guidance in transparent and easily managed terms that can help organically grow the level of civic participation in defining the urban landscape over time.

Finally and importantly, the Plan Update will revolve around the themes and focus areas of the City's Strategic Framework and Plan including: 1) Creating a path for economic opportunity; 2) Accelerating the journey to sustainability; and 3) Cultivating a resilient community.

3. Scope of Services

General Requirements:

The Respondent(s), in consultation with City staff, will have overall responsibility for the creation of the Comprehensive Plan Update, lead Plan Update efforts and be responsible for the timely completion of the Plan Update. All work is to be completed based upon the agreed upon contractual timeline and payments will be forthcoming based upon satisfactory production of deliverables. All work (inclusive of maintaining project management milestones, record of contractual payment, technical analysis and public outreach/citizen engagement presentations) shall be done within the context of the City's branding standards and will ultimately be owned by the City.

Project Management:

The Respondent(s) shall prepare and submit to the City for approval a project management plan that specifies the schedule of work, the roles and responsibilities of the Respondent(s) and any sub-contractors, identifies specific work tasks, milestones, review/comment milestones, and a public engagement program (with input into, and review by, citizens/stakeholders, prior to execution). Additionally, Respondent(s) will be available to engage with the City's project manager (and potentially pertinent members of the City Plan Update team and/or citizens/stakeholders) every two weeks.

➤ *Deliverables and Expectations*

1. Respondent(s) will conduct a kick-off meeting with City Plan Update team to discuss the relevant studies, plans, advisory groups, outreach/engagement program, and any other information that is needed to complete the project
2. Respondent(s) will submit a project management plan for City approval.
3. Respondent(s) will submit a proposed public engagement program for City approval (with input from citizens/stakeholders on program) prior to execution.
4. Respondent(s) will conduct meetings at least every two weeks with the City's Project Manager (either in person or via Skype/phone) and any other team member, citizen/stakeholder that Project Manager deems necessary.

Coordination of City (Charter) Departments:

The Respondent(s) primary contact will be with the City's Project Manager within the Department of Doing however there are many Departments within General Government, Gainesville Regional Utilities (GRU) and the City Attorney's Office that have a vested interest in

the outcome of the Comprehensive Plan Update. As a result, a City Plan Update team will be created with membership from across the City organization. The Respondent(s), in coordination/cooperation with the Project Manager, will be responsible for facilitating meetings of this team (monthly) and to gather input and report progress.

➤ *Deliverables and Expectations:*

1. Respondent(s) will submit a staff engagement program for City approval.
2. Respondent(s) will submit a City Plan Update team meeting schedule and proposed template agenda for City approval.
3. Respondent(s) will facilitate meetings with City Plan Update team monthly to gather input from pertinent staff/City (Charter) Departments.
4. Respondent(s) will take the lead in all meetings with the City's Project Manager in support.
5. Respondent(s) will create meeting notes from each meeting, summarizing all City Plan Update team comments and providing responses.

Coordination of Outside City Agencies:

Respondent(s) will coordinate with outside agencies that provide technical services and/or expertise within the City of Gainesville, FL. A Technical Advisory Committee (TAC) will be created and include representatives from Alachua County, the North Central Florida Regional Planning Council, the Alachua County School Board, the Water Management District, FDOT, etc.

➤ *Deliverables and Expectations:*

1. Respondent(s) will submit an engagement strategy for the TAC for City approval.
2. Respondent(s) will develop a meeting schedule for the TAC for City approval with a mutually agreed upon minimum number of meetings during the Plan Update process.
3. Respondent(s) will conduct meetings, as needed, with the TAC and any other interested agency when needed.
4. Respondent(s) will take the lead in all meetings with the City's Project Manager in support.
5. Respondent(s) will create meeting notes from each meeting, summarizing all TAC comments and providing responses

Coordination of Key Stakeholders:

The Respondent(s) will coordinate with key stakeholders from the community to provide input on the Plan Update through the creation of a Citizen's Advisory Committee (CAC). All members will be appointed by the City Commission and the Committee 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, etc.).

➤ *Deliverables and Expectations:*

1. Respondent(s) will submit an engagement strategy for the CAC for City approval.
2. Respondent(s) will develop a meeting schedule for the CAC for City approval with a mutually agreed upon minimum number of meetings during the Plan Update process.
3. Respondent(s) will conduct meetings, as needed, with the CAC and any other interested agency when needed.
4. Respondent(s) will take the lead in all meetings with the City's Project Manager in support.
5. Respondent(s) will create meeting notes from each meeting, summarizing all CAC comments and providing responses

Coordination of Public Outreach/Engagement:

Respondent(s) will work with Citizen Advisory Committee (CAC) to design a public outreach and engagement strategy that inspires inclusive citizen participation in order to capture broad insights about the future of the community's physical growth and development. The public outreach and engagement strategy shall include opportunities for employing local non-profits and community based organizations to assist in engagement, communication, and outreach into diverse communities (e.g. communities of color, renters, limited-english speaking populations). It is important that the strategy be designed, developed and endorsed from its outset by the CAC, prior to implementation community wide.

➤ *Deliverables and Expectations:*

1. Respondent(s) will submit the contours of a public outreach/engagement strategy for initial City approval that will be shared with the CAC in order to begin the conversation about its ultimate design and then implementation.
2. Respondent(s) will coordinate the public outreach/engagement strategy design with the City's Strategic Initiatives and Communications staff.
3. Respondent(s) will implement the public outreach/engagement strategy during the course of the Plan Update.
4. Respondent(s) will conduct meetings and outreach, as needed, with any identified citizen or stakeholder group as identified during the course of the Plan Update.
5. Respondent(s) will take the lead in all public outreach/engagement meetings with the City's Project Manager in support.
6. Respondent(s) will create meeting notes from each meeting, summarizing all public comments and providing responses

Public Hearings and Study Session Presentations:

It is expected that the Respondent(s) will conduct public hearings with the City Commission and

the Plan Board during preparation of the Plan Update. Respondent(s) shall be prepared to make multiple presentations to each body either separately or in combined format with

presentations either in an informal (during preparation of the Plan Update) or formal (during adoption) context.

➤ *Deliverables and Expectations:*

1. Respondent(s) will develop a schedule for obtaining input from both the City Commission and Plan Board during the course of the Plan update for City approval.
 - a. Tentatively, Respondent(s) will conduct the first informal session with each body at the outset of the Plan Update and then periodically at 25% completion tranches with final presentations coming during the actual adoption process.
 - b. Respondent(s) will provide all necessary materials to conduct these sessions in a timely manner in order to insure compliance with City public hearing notice and submission guidelines.
2. Respondent(s) will capture and document input from the City Commission and Plan Board.
3. Respondent(s) will take the lead in all meetings with the City's Project Manager in support.
4. Respondent(s) will create meeting notes from each meeting, summarizing all City Commission and Plan Board comments and providing responses

Plan Update Preparation:

Respondent(s) will develop and deliver a professional Plan Update that the City can realistically implement to provide clear direction for development policy decisions, City services and City projects for the next ten (10) years. The scope of work for this update includes, but is not limited to, the tasks listed below to be detailed and mutually agreed upon in the final contract with the selected Respondent(s).

➤ *Deliverables and Expectations:*

1. Plan Update
 - a. Data inventory and analysis of existing conditions of the community inclusive of population, demographics, land use, transportation, public services, financial condition, infrastructure and projections to 2030.
 - b. A revitalized community vision for the City of Gainesville, FL in light of existing conditions and projected circumstances.
 - c. Policy development, goals and objectives for each of the identified topic areas/plan elements.
 - d. Development of associated goals and objectives based upon public outreach and engagement process.
 - e. Identification of community needs and projects based upon existing and projected conditions and local circumstances.
 - f. Review and analysis of existing and proposed new Plan elements.

- g. Consistency of Plan Update with provisions of Florida State Statutes, City Ordinances and specifically the Land Development Code and other pertinent development regulations.
 - h. Revised or new Plan elements are to be completed and submitted during the course of the Plan Update to ensure a manageable process overall and ensure timely participation by various Committees, the City Commission and Plan Board and the community.
 - i. Prepare and keep a “Public Draft” document with support materials in electronic format for transparency purposes and for presentation at the various Committees, City Commission and Plan Board and the community during the Plan Update informal review process.
 - j. Prepare and keep a “Final Draft” document in electronic format for transparency purposes and for presentation at the various Committees, City Commission and Plan Board and the community during the Plan Update formal adoption process.
2. Plan Format
- a. The Respondent(s) is tasked with aligning the City’s Comprehensive Plan with the City Commission’s Strategic Framework and Plan at the outcome level.
 - This may require an innovative approach/format for the Plan Update that may impact the standard Plan element format
 - Plan update needs to integrate the Strategic Framework and Plan in terms of focus areas, benchmarks and work plans
 - The City’s Strategic Framework and Plan can be found here:
 - b. The Respondent(s) will include an Implementation Program.
 - The Implementation Program will set forth the actions necessary and responsible parties to achieve the goals and objectives of each element of the Plan Update inclusive of short and long term implementation strategies, capital improvements programming, new/updated land development regulation and identified funding sources.
 - The Implementation Program will serve as a primary manner in which to align the Plan Update with the City Commission’s Strategic Framework and Plan.
 - The Respondent(s) will devise a template that can be utilized to annually report out progress on implementation progress.
 - c. The Respondent(s) will include an Executive Summary as part of the final document.
 - d. The Plan Update will be produced utilizing City established branding with an allowance for creative license.

3. Plan Components

- a. The following is a list of Plan components required to be produced by Respondent(s) to satisfy the Plan Update. The Respondent(s) shall take the primary lead for completion of all Plan Update components with the City Project Manager and pertinent staff acting in a support role. The City encourages the Respondent(s) to take an innovative and creative approach in carrying out the Plan Update and in terms of maximizing accessibility of the document and successful implementation of Plan Update precepts.
- b. The Plan Update will be focused on the incorporated City of Gainesville, FL limits but will need to be cognizant of issues that cross incorporated boundaries such as current and prospective annexation, utility service areas and other pertinent regional community and governance issues. In those instances where other local/regional government entities would be impacted the Respondent should contact them.
- c. Executive Summary/Introduction sections regarding Plan Update
 - The Executive Summary will provide an encapsulated overview of the Plan Update process, its governing philosophy, and then high level pertinent highlights.
 - The Introduction will orient the reader to the community, its history, general existing conditions, current and anticipated trends and demographics as well as the goals and purpose of the Plan Update process. Any population and demographic data regarding quantitative and qualitative characteristics of the community, current or anticipated, in narrative or spatial form, will be laid out in the introduction and carried throughout the document.
 - The Introduction will lay out in detail the public outreach and engagement process and methods of facilitating community interaction as well as the key feedback mechanisms and level of participation. The results of the feedback inclusive of consensus and dissent will be reported out as well.
 - Finally, the Introduction will provide an orientation to the structure of the document.
- d. Plan Elements
 - Land Use/Built Form
 - Equity and Inclusiveness
 - Mobility
 - Housing
 - Infrastructure and Capital Improvements (Solid Waste, Storm water, Water/Sewer, Solid Waste, Electric)
 - Recreation/Nature

- Arts/Cultural Affairs
- Intergovernmental Coordination
- Economic Competitiveness
- Technology and Innovation
- Sustainability

DRAFT