

BILL NO. 2022-26 _____

RESOLUTION _____ 2022-26 _____

A RESOLUTION OF THE CITY OF WEST PLAINS, MISSOURI AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE AN AGREEMENT WITH OLSSON STUDIO FOR A COMPREHENSIVE LAND USE PLAN CONSULTANT CONTRACT.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF WEST PLAINS, MISSOURI AS FOLLOWS:

Section 1: The City Administrator is authorized and directed to execute an agreement with Olsson Studio to provide an updated Comprehensive Land Use Plan for the City of West Plains.

Section 2: This Resolution shall be in full force and effect from and after the date of its passage and approval.

PASSED AND APPROVED THIS 19th DAY OF SEPTEMBER, 2022.

CITY OF WEST PLAINS, MISSOURI

BY: Michael Topliff
MAYOR MICHAEL TOPLIFF

ATTEST:

Allison Skinner
CITY CLERK ALLISON SKINNER



September 9, 2022

To: Sam Anselm, City Administrator
Allison Skinner, City Clerk

From: Dustin Harrison, Building Code Official/Zoning Administrator

Re: Comprehensive Plan Consultant Contract

Executive Summary

The purpose of this resolution is to approve the consultant contract with Olsson Studio to provide an updated Comprehensive Plan for the City of West Plains.

Discussion

A Request for Qualifications was sent out and the city received responses from Olsson Studio and H3 Studio. After reviewing the Statement of Qualifications, Olsson was the best fit for this project.

This contract covers the services necessary for the Comprehensive Plan

The project which will consist of:

- Economic and Market Analysis
- Public Outreach and Citizen Engagement
- Developing the Plan
- Providing an Implementation Roadmap

Fiscal Impact

The Olsson contract will be paid for out of the initial ARPA allocation.

Olsson Studio contract in the amount of \$133,275.00

It is recommended to approve the contract for the Comprehensive Plan with Olsson Studio.

SCOPE OF SERVICES

This exhibit is hereby attached to and made a part of the Letter Agreement for Professional Services dated September 2, 2022, between the City of West Plains, Missouri ("Client") and Olsson, Inc. dba The Olsson Studio ("Olsson") providing for professional services. Olsson's Scope of Services for the Agreement is indicated below.

PROJECT DESCRIPTION AND LOCATION

Project will be located at: West Plains, Missouri
Project Description: Comprehensive Plan

SCOPE OF SERVICES

Olsson shall provide the following services (Scope of Services) to Client for the Project:

PHASE 100 – DISCOVER

Olsson will provide Project management coordination, quality/cost control, information coordination, and Project schedules.

Following contract execution, Olsson will attend one (1) virtual kickoff meeting with the project management team to define expectations and clarify Project goals. Olsson shall review Project scope, schedule, public engagement strategy, Comprehensive Plan Steering Committee (CPSC), and Technical Committee (TC) makeup and responsibilities.

Olsson will attend one (1) monthly virtual progress meeting with Client to discuss Project status.

Client shall coordinate formation of, outreach to, communication with, and management of the CPSC and TC. The CPSC shall include key property owners, business owners, residents, and students. The ideal size for the CPSC is 50 to 75 people. Special effort should be given to ensure diverse representation (age, interests, geographic area of community, background, race, et cetera) on the CPSC. Students should be included on the CPSC. The TC shall include city staff members and representatives from various agencies and departments.

Olsson will prepare a branding plan to detail the logo, colors, fonts, and theming to be integrated into all print and digital Project materials.

Following Project kickoff, Client will provide Olsson with existing conditions data, including:

- GIS data from city (parcels, city boundary, aerial imagery, urban growth boundaries and/or management areas, existing and future land uses, zoning, special use districts, overlay zones, public facilities, utility infrastructure, street centerlines, transit routes/stops, bicycle lanes, sidewalks, trails, roadways, street classifications/typology, parks, edge of pavement, public right-of-way, parking lots, building footprints, et cetera)
- Available economic development data

Data that is physical in nature will be mapped to analyze the city in its existing state, ensuring decisions are well-informed and grounded. Demographic and economic data will be analyzed and charted.

Olsson shall supplement all data with one (1) in-the-field photography inventory of the city, focusing on development patterns and general character.

Olsson will review all related and relevant (as deemed by Client) plan documents and development regulations for the city, analyze such documents, and develop a summary write-up of each document,

describing the document's purpose and how it relates to and/or affects the comprehensive plan. Summaries will be incorporated into *Appendix A – Where is West Plains Now?*

Economic and Market Analysis:

Olsson will prepare an Economic and Market Analysis to evaluate city's potential to support future development and redevelopment of a variety of land uses and housing. The Economic and Market Analysis will evaluate the historic, current, and future demographic, economic, and real estate market forces and trends that influence the city's future urban growth patterns.

This analysis will assist in identifying city's ability to continue to attract new residents and jobs that will in turn generate future demand for commercial, office, and industrial space, as well as varied residential housing formats. The housing market will be specifically explored to understand affordability, attainability, how to appropriately blend multiple formats, and balance new development with the existing housing stock. The housing component of the Economic and Market Analysis will take a long-term and sustainable approach to understand what types of formats truly are needed to fill gaps in the marketplace and where there already exists plenty of stock to satisfy a given demand.

Demographic characteristics and economic forces to be evaluated include population growth, household composition, age distribution, household income, educational attainment, and employment growth and composition. Opportunities and constraints in the city's ability to attract continued economic and population growth will also be explored. Directly competitive retail, employment, and residential market trends impacting Liberty will be directly evaluated. The city's short- and long-term need for additional retail, office, and industrial space as well as residential housing units will be forecast to determine the velocity of future urban growth.

Older commercial corridors and districts will be evaluated for their ability to compete in the future with emerging business locations and their potential to adapt and support redevelopment and repositioning to remain viable and relevant. Newer greenfield business center locations will be evaluated to determine their ability to support the needs of the emerging economy and define their market positioning.

As part of the Economic and Market Analysis, multiple interviews will be conducted with key stakeholders that have in-depth knowledge of certain subject matters. Topics of discussion shall include education, parks and recreation, growth, policy, economic development, infrastructure, et cetera.

The Economic and Market Analysis will be divided into two interconnected sections, including the Demographic and Economic Analysis and the Market Analysis and will:

- Identify and analyze demographic, economic, and development trends impacting the city,
- Identify and analyze existing residential, commercial, office, industrial market conditions,
- Forecast future housing and commercial/industrial space needs, and
- Prepare a site evaluation to determine the ability of various areas of the city to accommodate development of a variety of residential, commercial, and employment development formats.

Olsson will host one combined in-person two-hour City Leadership Work Session #1 as a project kickoff and community profile work session with the Planning Commission and City Council. This workshop will present a summary of existing conditions to the bodies and will include individual and group visioning exercises.

Client Responsibilities:

- **History of the City and Regional Setting Summary.** Client will provide a summary of the history of the city and background on the city's regional setting to Olsson in Microsoft Word format to be incorporated into *Appendix A – Where is West Plains Now?*
- **Existing Utility Infrastructure Condition Summary.** Client will provide a write-up of the existing state of utility infrastructure within the city to Olsson in Microsoft Word format to be incorporated into *Appendix A – Where is West Plains Now?*

Deliverables:

- Project kickoff meeting materials
- Public engagement strategy
- Branding plan
- Memorandum for each monthly virtual Project progress meeting
- Draft Economic and Market Analysis
- Draft of *Section 1 – Introduction* and *Appendix A – Where is West Plains Now?*

Meetings:

- One (1) virtual Project kickoff meeting
- Up to ten (10) monthly virtual Project progress meetings
- One (1) in-the-field photographic inventory of the city
- One (1) in-person City Leadership Work Session #1
- Stakeholder interviews (as part of Economic and Market Analysis)

Total Phase 100 Fee: \$32,000.00

PHASE 200 – ENGAGEMENT**Marketing and Outreach**

Olsson will write and coordinate with Client on the content and timing of up to four (4) press releases throughout the planning process. Client will be responsible for distributing the press releases.

Olsson will create a postcard-size mailer for Client to send to all city residents. The mailer will include a Project overview, a link to the Project website, and list of ways to get involved. Client will be responsible for compiling the distribution list, print and postage costs, and mailing.

Olsson will coordinate with the Client to develop a one (1)-minute or less interview-style Project kick-off video interview with a designated City leader to be shared on city's website, city's social media platforms, referenced on postcard mailer, and embedded in Project website.

Olsson will coordinate with city's existing social media platforms and the city's website to encourage engagement in the planning process. Olsson will draft Project-related content (graphics and captions) for the city's website and social media accounts. Client will be responsible for posting Project-related content to the city's website and social media accounts. Olsson will coordinate with Client on timing of city website and social media posts.

Marketing and outreach efforts will be focused on engagement and feedback opportunities for the public, including, but not limited to, the public survey, public open houses, pop-up events, and virtual draft plan review.

Online Engagement

Olsson will prepare a dedicated and branded Project website for Project information. This website will allow interested participants to view and provide feedback and learn how to get involved in the planning process. Olsson will maintain website operations, updates, and monitoring throughout the planning process and will transfer all website operations and update authority to Client once the planning process is complete. The website will include a community member interest form to generate a Project community contact list.

Public Survey

An online survey will be created and embedded within the Project website to generate feedback. The online survey shall use a variety of question formats to appeal to diverse audiences. Survey results will be summarized and incorporated into analysis and the decision-making process.

In-Person Engagement

Olsson will coordinate and facilitate one (1) on-site meeting with community youth. Olsson will coordinate with Client to identify youth community members to be involved and organize meeting goals and objectives. On-site meeting will be held during Project's visioning stage.

Olsson will coordinate and facilitate one (1) on-site meeting with business and development community. Olsson will coordinate with Client to identify business and development community members to be involved and organize meeting goals and objectives. On-site meeting will be held during Project's visioning stage.

Olsson will conduct a half-day in-person visioning workshop for the CPSC and TC. This workshop will develop an initial vision and set of Project guiding principles. The visioning workshop will include facilitated small-group discussions and review sessions with the larger group. Olsson will organize a series of interactive exercises for participants.

During the same week as the visioning workshop and youth and business group meetings, Olsson will coordinate and facilitate one (1) public pop-up engagement opportunity for community members to learn more about the Project and participate in brief visioning feedback exercises.

Olsson host a two-day in-person citywide planning charrette to develop future land uses, development/redevelopment opportunities, traffic flow and parking improvements, community character/aesthetic enhancements, and related policy initial ideas. Olsson will prepare imagery, graphics, analysis mapping, and preliminary planning concepts for discussion and feedback. Based on reactions received, Olsson will explore planning and design solutions for the city, addressing land use, transportation, parking, sustainability, aesthetics, development and redevelopment, market factors, and economics. The citywide planning charrette will include a series of CPSC and TC progress sessions, preference and visioning exercises, and ongoing planning and design sessions.

Following the citywide planning charrette, Olsson will develop and launch a virtual public open house. Public will be invited over a two (2)-week timespan to visit the Project website and participate in a virtual feedback experience, exploring concepts generated during the citywide planning charrette.

Client Responsibilities:

- **CPSC Creation, Communication, and Coordination.** Client will identify stakeholders and manage communication with the CPSC throughout the Project, including, but not limited to, meeting invites, answering questions, and providing Project updates.
- **Public Engagement Venue Coordination and Cost.** Client will provide and/or cover coordination, reservations, and expenses of required meeting space for the youth community meeting, business and development community meeting, visioning workshop, citywide planning charrette, pop-up event, and City Leadership Work Sessions, as needed. The venue shall meet the following requirements:
 - Accommodate at least 75 people
 - Have blank wall space
 - Have walls without art or other attached materials
 - Have walls that painters' tape may be affixed to
 - Have layout tables that can be moved into various arrangements
 - Have chairs for the tables
 - Have electrical outlets
 - Have Wi-Fi
 - Be secured at night for all materials to be left out on walls and tables
 - Allow Olsson access from, at a minimum, 7:30 AM to 7:00 PM
 - Have no other events scheduled to use the space during events (at any time, day or night)

- **Public Engagement Advertisement.** Client will coordinate with city's website, social media platforms, and other communication outlets to advertise the planning process, including the public survey, visioning workshop, citywide planning charrette, pop-up events, and virtual public open houses. Client will be responsible for posting the content on the city's website and social media platforms.
- **Additional Pop-Up Events.** Client shall attend additional identified local community events and/or locations to spread the news about the Project and how to participate.

Deliverables:

- One (1) one-minute Project kick-off interview video
- Project website
- Public survey
- Marketing and outreach materials
- Draft of *Appendix B – Where Does West Plains Want to Go?*

Meetings:

- One (1) on-site youth engagement meeting
- One (1) on-site business and development community meeting
- One (1) in-person community pop-up event
- One (1) half-day in-person visioning workshop
- One (1) two-day in-person citywide planning charrette
- One (1) virtual public open house

Total Phase 200 Fee: \$62,000.00

PHASE 300 – PLAN

Olsson will create a series of actionable, draft recommendations in the form of goals, policies, and framework plans. Draft recommendations plan will address land use, development and redevelopment, economic development, transportation (multimodal), parking, placemaking, community character, equity, recreation, arts, culture, public facilities, services, sustainability, resiliency, and other topics as deemed necessary. The comprehensive plan document will be illustrative, including annotated plan graphics and photographic imagery.

Client's Responsibilities:

- None

Deliverables:

- Draft of recommendations sections

Meetings:

- None

Total Phase 300 Fee: \$24,000.00

PHASE 400 – REFINE

Client will provide a single PDF file formatted document of comments for draft recommendations to be addressed.

Olsson will host a final virtual CPSC and TC meeting to gather feedback on the draft plan.

Following the final CPSC and TC meeting, the draft comprehensive plan will be posted on Project website for virtual public review. Draft comprehensive plan will be available for a set amount of time with interactive software that allows public to directly comment on the document.

Based on the final virtual CPSC and TC meeting and virtual public review period, Olsson will submit a revised draft plan for use at City Leadership Work Session #2. Olsson will present at and facilitate the work session.

Client will provide a single PDF of requested changes to the comprehensive plan, prior to draft the implementation plan.

Client Responsibilities:

- Single PDF file formatted document of initial city staff member comments for draft recommendations
- Single PDF file formatted document of compiled list of requested edits based on virtual public review period, final CPSC and TC meeting, and City Leadership Work Session #2

Deliverables:

- Draft comprehensive plan public review portal
- Revised draft plan (for use at City Leadership Work Session #2)

Meetings:

- One (1) final virtual CPSC and TC meeting
- City Leadership Work Session #2

Total Phase 400 Fee: \$11,000.00

PHASE 500 – STRATEGIZE

Olsson will develop supporting implementation strategies for recommendations in the form of policies, programs, projects, and policies. Olsson will draft the final section – implementation action plan – and submit to Client for review.

Client will provide a single PDF file formatted document of comments on implementation strategies to be addressed.

Olsson will submit a revised, complete, and final comprehensive plan. Olsson will present the final comprehensive plan virtually at one Planning Commission meeting and in-person at one City Council meeting for consideration of adoption.

Client Responsibilities:

- Single PDF file formatted document of final city staff member comments for implementation strategies

Deliverables:

- Final West Plains Comprehensive Plan in PDF file format, including appendices

Meetings:

- One (1) virtual Planning Zoning Commission adoption hearing
- One (1) in-person City Council adoption hearing

Total Phase 500 Fee: \$4,000.00

PHASE 600 – SUSTAIN

Olsson will provide the Client with a final invoice for Scope of Services items, transfer final files to Client, and transfer ownership and maintenance of the Project website to Client.

Client Responsibilities:

- None

Deliverables:

- Website transfer materials

Meetings:

- None

Total Phase 600 Fee: \$275.00

TOTAL SCOPE OF SERVICES \$133,275.00

(Includes expenses)

Should Client request work in addition to the Scope of Services, Olsson shall invoice Client for such additional services (Optional Additional Services) at the standard hourly billing labor rate charged for those employees actually performing the work, plus reimbursable expenses if any. Olsson shall not commence work on Optional Additional Services without Client's prior written approval.

Olsson agrees to provide all of its services in a timely, competent and professional manner, in accordance with applicable standards of care, for projects of similar geographic location, quality and scope.

SCHEDULE FOR OLSSON'S SERVICES

Unless otherwise agreed, Olsson expects to perform its services under the Agreement as follows:

Anticipated Start Date: September 2022
Anticipated Completion Date: July 2023

Olsson will endeavor to start its services on the Anticipated Start Date and to complete its services on the Anticipated Completion Date. However, the Anticipated Start Date, the Anticipated Completion Date, and any milestone dates are approximate only, and Olsson reserves the right to adjust its schedule and any or all of those dates at its sole discretion, for any reason, including, but not limited to, delays caused by Client or delays caused by third parties.