

Scope of Work

Draft, June 2, 2023

1. Project start-up and ongoing management

This includes a range of project start-up activities and an overnight site visit to do field work and meet with staff and the Planning Commission with Ad Hoc Zoning Committee (4 Councilmembers). Specific steps (also see subtasks 1.1-1.6 in the budget):

- Kickoff meeting with staff (virtual) to discuss project/code elements, schedule, assumptions, applicable background information, and preliminary ideas
- Prepare zoning base map
- Conduct overnight site visit, to include a follow- up staff meeting, field survey for the zoning map work, and a Planning Commission meeting to discuss the project scope, schedule, and priorities
- Prepare community engagement strategy (see related and integrated subtasks below)
- Prepare high-level code audit that will identify Comprehensive Plan consistency changes and other code usability improvements (this will expand on work that MAKERS conducted as a part of the Comprehensive Plan)
- City Council meeting (virtual) to make introductions and briefly discuss project scope, schedule, and priorities

For the duration of the project, coordinate standing biweekly meetings with staff to allow for discussion time of issues and concepts and keep the project on track.

Task 1 Deliverables

- Updated schedule and scope of work Updated scope assumptions
- Zoning base map, field work findings, and
- photographs
- Summary of Planning Commission and City Council comments and suggestions

2. Prepare code concepts

MAKERS will prepare preliminary concepts based on Task 1 findings. The first priority will be the bigger structural items and Comprehensive Plan implementation elements. The concepts will include the following elements (listed in suggested chronological order that we'll complete them):

- Development code organization
- Updated zoning provisions, including permitted uses and form and intensity standards

- Zoning district map updates based on:
 - Comprehensive Plan's updated Future Land Use Map, land use designations, goals, and policies
 - On-site and virtual field surveys
- Updated zoning concepts, including provisions for the new Gateway Commercial zone
- Subdivision standards and options
- Housing type standards, including those listed in RFP
- Commercial and multifamily design standards, including
- Block frontage standards for priority mixed-use zones (site orientation standards)
- Site design and elements standards
- Building design standards
- Landscaping and lighting standards
- Review procedures (we find it useful to make progress on components above before getting into review procedures)
- Off-street parking standards
- Sign standards

Task 2 Community engagement

This update comes on the heels of the Comprehensive Plan update effort, which involved considerable community engagement activities, we've . Consequently, we find it most advantageous to develop the preliminary code concepts first before reaching out to stakeholders and the wider community. Below are key subtasks:

Website and social media support

MAKERS will provide content and coordinate the team's approach on an ongoing basis, whereas the City will physically manage the website. During the concept phase, the page content will include background on the project need, goals, schedule, and FAQs, and over time it will evolve to provide a clearinghouse of project documents and information in a visual and accessible manner.

Stakeholder interviews and meetings

MAKERS conducted several stakeholder interviews and focus group meetings as part of the comprehensive planning process. Community input from those meetings will be valuable here, but we suggest reserving time for additional targeted stakeholder interviews/meetings. These would be to key community members or groups that are familiar with the code and/or are heavily impacted by the code (and any changes to the code). These could be virtual meetings/phone calls or in-person meetings piggybacking on Planning Commission meeting site visits.

Ad Hoc Zoning Committee meetings

The Ad Hoc Zoning Committee consists of four City Council members and will serve as the sounding board for the zoning concepts and drafts. This includes three remote meetings. The first meeting likely covers the bigger zoning/permitted uses/density- dimensional standards issues whereas the second and third meetings could involve design standards, parking, and other key issues. MAKERS will prepare a presentation and agenda items to obtain feedback from the committee.

Community Open House/Workshop

MAKERS will present the concepts to the community to ensure that the code is heading in the right direction. This will likely include a survey that will be coordinated with the presentation. The meeting will likely include an open house period before the presentation (and possibly after) to allow community members to visit workshop stations to view the concepts, ask questions and provide input (we'll likely have a flipchart for comments as well as post-it notes that can be placed on posters).

Task 2 Deliverables

- Code concepts as agreed upon with City staff
- Draft zoning map
- Website updates and social media posts
- Stakeholder interview summary
- Committee meeting presentations and results
- Community workshop materials and results

3. Prepare full first draft code

Onsite Work Session

The morning after the Community House, MAKERS will meet with staff to sketch out concept refinements and the work plan for completing the first draft. This includes a phasing plan for completing initial drafts of the various section, which will allow phased staff review.

Prepare Preliminary and Public Drafts Code

MAKERS will prepare an initial draft of code, including those sections noted in Task 2 above. The draft will clarify what content is retained (existing) versus, refine, and completely new. After obtaining and discussing staff comments (as regular progress meetings), MAKERS will refine the draft as the first public draft.

Website and social media support

MAKERS will continue to collaborate with staff on providing updates for the website and social media.

Ad Hoc Zoning Committee meetings

MAKERS will conduct three more remote meetings with the committee to review and refine draft materials.

Task 3 Deliverable

- Full first draft of the zoning code
- Website updates and social media posts
- Committee meeting presentations and results

4. Refine & adopt code

Once the first draft is publicly released, the team will shift into the refine and adopt the code phase. The first step is holding a Planning Commission meeting to review the draft and take in public and Planning Commission comments. The team will spend the weeks following the meeting to refine the code in collaboration with staff, creating the second full draft. MAKERS will attend a second Planning Commission meeting (that will likely serve as a public hearing). The budget includes time for one additional Planning Commission or City Council meeting. MAKERS will attend all meetings remotely.

During this task, MAKERS will prepare necessary code presentation materials, continue to collaborate with staff at regular progress meetings and additional strategy meetings, respond to key code issues as necessary, and prepare desired code refinements.

Task 5 Deliverables

- Adopted development code
- Presentation materials and requested technical information

Optional task:

Create and manage public comment matrix

Many zoning code updates incur significant public comment in the adoption stage. MAKERS has created and managed comment matrixes during this stage, which have proven to be invaluable to refining and adopting the code. If the number and type of comments are small/simple, this task can be rolled up into the Task 4 budget and perhaps shared with staff. But in cases with substantial comments, it will be necessary to create a separate budget item for this work.

Budget

July 20

	Partner in Charge	Senior Planner	Project Manager 1	Graphics/ Planning Support	Est. Cost by Task
	\$235	\$185	\$135	\$115	
1. Project Startup and ongoing management					
1.1 Kick-off, site tour, and PC meeting	12	2	16		\$ 5,350
1.2 Zoning base map			3	2	\$ 635
1.3 Engagement strategy	1		3		\$ 640
1.4 High-level code audit	6		12		\$ 3,030
1.5 CC meeting (virtual)	3		3		\$ 1,110
1.6 Ongoing biweekly coordination calls, email coordination, invoicing	72	12	96		\$ 32,100
2. Prepare code concepts					
2.1 Development code outline & high level concepts	8	4	12		\$ 4,240
2.2 Zoning concepts	18	2	60	16	\$ 14,540
2.3 Zoning map	2	2	12	6	\$ 3,150
2.4 Website and social media support	1		12	6	\$ 2,545
2.5 Stakeholder interviews and meetings (up to 6 mtgs)	8		16		\$ 4,040
2.6 Ad Hoc Zoning Committee mtgs (up to 3)	15		36	12	\$ 9,765
2.7 Community open house/workshop	12		40	32	\$ 11,900
3. Prepare full first draft code					
3.1 Onsite work session to refine concepts	4		8		\$ 2,020
3.2 Preliminary draft code	40	4	120	30	\$ 29,790
3.3 Public draft code	8		24	6	\$ 5,810
3.4 Website and social media support	1		6	4	\$ 1,505
3.5 Committee mtgs (up to 3)	20		36	8	\$ 10,480
4. Refine and adopt code					
4.1 Updated draft code	30		70	20	\$ 18,800
4.2 PC/CC meetings (up to 3)	16		30	8	\$ 8,730
4.3 Refined code	10		28	6	\$ 6,820
Total Hours	287	26	643	156	
Subtotal					
Expenses					
1 day trip for 2 people				\$248	\$ 248
1 overnight trip for 2 people				\$470	\$ 470
Miscellaneous expenses (printing) and contingency to be used upon mutual agreement between MAKERS/City					\$ 2,282
Total Project Cost					
Optional Future Tasks					
1 Comment-response matrix					\$ -