



RESOLUTION 2019-014

AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH 3J CONSULTING TO PREPARE A COMPREHENSIVE PLAN UPDATE

WHEREAS, the current Sherwood Comprehensive Plan's last complete update occurred in 1991; and

WHEREAS, on January 15, 2019, the City Council approved Resolution 2019-006, accepting the Sherwood 2040 Comprehensive Plan Vision, which completed the initial step in a Comprehensive Plan update; and

WHEREAS, the Comprehensive Plan is a document that includes many elements, including parks, transportation, economic development, housing, and land uses; and

WHEREAS, in order to ensure a comprehensive update to the plan, assistance is needed from a consultant to help coordinate, facilitate, and engage the community to develop goals, policies, and objectives that will shape the community's plan; and

WHEREAS, on September 28, 2018 the City issued a Request for Letters of Interest from Sherwood's on-call planning consultant firms, asking interested firms to submit their qualifications and proposed scope of work for the above-described project; and

WHEREAS, a committee was formed by the City Council on January 8, 2019 to review the submitted proposals by the on-call firms; and

WHEREAS, the committee met on January 22, 2019 and January 30, 2019 to review the submitted proposals and interview firms; and

WHEREAS, the committee unanimously recommended 3J Consulting as the most qualified consultant for the project; and

WHEREAS, 3J Consulting and Community Development staff worked collaboratively to prepare and refine a scope of work, schedule, and budget that provides a comprehensive plan update process and product that reflects the City's needs, all of which are included in the contract attached hereto as Exhibit A; and

WHEREAS, some elements of the Comprehensive Plan update, such as transportation planning and park planning, are outside of the scope of said contract and have been done or will be done separately, but will be folded into the Comprehensive Plan document as applicable; and

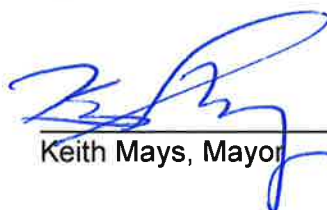
WHEREAS, contracts for any such additional work relating to the Comprehensive Plan which involve contractors or subcontractors other than those referenced in Exhibit A, or which otherwise require City Council approval based on the City's contracting rules, will be brought to City Council for approval at a later date.

NOW, THEREFORE, THE CITY OF SHERWOOD RESOLVES AS FOLLOWS:

Section 1. The Sherwood City Council hereby authorizes the City Manager to execute a contract with 3J Consulting in a form substantially similar to Exhibit A, attached hereto.

Section 2. This Resolution shall be effective upon its approval and adoption.

Duly passed by the City Council this 19th day of February, 2019.



Keith Mays, Mayor

Attest:



Sylvia Murphy, MMC, City Recorder



**SHERWOOD COMPREHENSIVE PLAN
SCOPE OF WORK
UPDATED February 6, 2018**

Task 1. Project Management

Task 1.1. Project Kickoff

The 3J team will prepare for and participate in a kickoff meeting with Sherwood staff to review and refine the scope of work, deliverables, schedule and budget, and agree on roles and responsibilities and communications protocols, and discuss a public involvement strategy. The consultant team and City staff will review Comprehensive Plan Vision deliverables as well as economic and housing policies and confirm their relationship to the Comprehensive Plan. In addition, 3J will identify a preliminary list of key stakeholders and project partners and discuss community engagement and communications tools and strategies.

Deliverable: meeting agenda and notes; refined scope of work, schedule, budget, roles and responsibilities.

Task 1.2. Project Administration

Throughout the process, the 3J project manager will hold bi-weekly project management phone calls to track progress on key tasks and deadlines, identify unanticipated issues and develop alternative approaches as needed. To ensure accountability and conformance with the project budget, we will prepare monthly progress reports and invoices that describe the activities undertaken, estimate the percent completion of each task, and track expenditures and hours.

Deliverables: monthly progress reports, invoices, bi-weekly calls.

Task 2. Community and Stakeholder Engagement

Task 2.1 Public Involvement Strategy and Communications

Following the kick-off meeting, we will develop a public involvement strategy, including a digital and social media plan. The consultant team will convene a workshop with City staff to prepare this strategy. A detailed community demographic analysis will help establish public participation objectives, identify stakeholder groups, describe the array of tools and activities best suited to share information, gather input and bring people together to engage the variety of project stakeholders throughout the City. This strategy will also identify ways to actively involve diverse and traditionally underrepresented communities, establish a schedule for community participation, and develop key messages.

The consultant team will support City staff efforts to use a variety of methods to keep community members up-to-date with the project, notifying residents, businesses and other stakeholders about opportunities to participate and be actively involved in Comprehensive Plan update process. The team will educate and inform, leading the development of communication messages, promotional materials, e-blasts, media releases, and other public information materials will be prepared.

Deliverable: draft and final public involvement strategy, social media plan and communications materials

Task 2.2 Community and Technical Advisory Committee (CAC/TAC)

The City will invite Comprehensive Plan Vision Community Advisory Committee (CAC) members to continue their role for the Comprehensive Plan Update process. The CAC will review and comment on work products, guide public outreach and engagement efforts, act as liaisons to specific constituencies or interest groups, host public events, encourage community members to participate in the process, and act as champions of the ultimate Comprehensive Plan Update that emerges from the process. City staff will form a Technical Advisory Committee (TAC) to work alongside the CAC, reviewing project materials and advising on technical issues throughout the project. The TAC will consist of agency partners and service providers. We will work with City staff to present background papers and draft policies to CAC/TAC for their review, comment and policy recommendations.

The TAC and CAC will meet on a monthly basis. TAC and CAC meetings will be separate but scheduled on one day, and the consultant team will prepare draft and final agendas for up to 26 CAC/TAC meetings. We will work with City staff to identify meeting materials, review topics and facilitate meetings. Consultant will review and comment on meeting summaries prepared by City staff.

Deliverables: draft and final meeting agendas, meeting facilitation, review and comment on meeting summaries.

Task 2.3 Online Outreach and Graphic Design

To create continuity, the project website for the Comprehensive Plan Vision will be relaunched for the Comprehensive Plan Update. The Vision materials will be available online for reference, with focus of the website transitioning to the Comprehensive Plan. Throughout the course of the Comprehensive Plan, the project website will be a key tool for educating people about the plan and ongoing information sharing. Online participation opportunities will be developed for each of the six Vision themes. There will be opportunity to review background information and provide input on what else to consider. Each theme will have online surveys to enable the review of draft policies and some themes may include an interactive online mapping activity where appropriate.

To complement the website, the social media strategy will help reach a wide range of audiences, ages and interests, encouraging a strong online presence through regular social media updates and paid advertisements. This will increase participation in online surveys and community events. The production of a short video at the outset of the process will introduce Sherwood's growth story, present the Vision, and explain the role of the Comprehensive Plan in creating a roadmap for the future. Short video media will be produced for each Vision theme to introduce the topics and communicate key information, ideal for social media sharing.

Finally, the consultant team's graphic designers will develop branded templates to be used for background reports and profiles, flyers, promotional and communications materials, as well as the Comprehensive Plan document.

Deliverables: project website updates, social media strategy, online surveys, video media, graphic templates.

Task 2.4 Community Events

In-person community outreach opportunities will take be provided through a series of thematic Conferences, and smaller focus groups throughout the course of the project. A conference will be designed and conducted for each of the six Vision themes. The consultant team and City staff will work together to identify relevant keynote speakers and/or leading industry professionals for each thematic Conference in order to introduce the topic, describe best practices and inspire the audience. These keynote speakers may be local, regional or state actors, or leading industry professionals. Community members, businesses, community groups, other key stakeholders and subject experts will be invited to participate in the conferences to review the background information, share new information and collaborate on key topics. The consultant team will prepare draft and final annotated and public versions of up to six to conference agendas and meeting plans. We will prepare talking points for City staff and leadership as needed, develop content for promotional materials, prepare public comment forms and facilitate meetings. Consultant will prepare meeting summaries and circulate for review by City staff.

To complement the conferences, the consultant team will also support City efforts to identify and engage different audiences such as youth, seniors, disability and language populations throughout the Comprehensive Plan process.

Deliverables: draft and final agendas and meeting plans, facilitation of up to six conferences; prepare meeting summaries; identify key populations; develop community conversation approach tool and tracking list/reporting sheet; facilitate up to six focus groups throughout the course of the project.

Assumptions: City to pay venue rental, printing, meeting refreshments and special accommodations including childcare and translations.

Task 2.5 Planning Commission/City Council/Steering Committee Briefings

City staff will conduct regular communications with the Planning Commission and City Council throughout the process, including ongoing staff briefings to ensure that the City is aligned with the Comprehensive Plan process. In addition, a Steering Committee of Planning Commission and City Council representatives will convene to review and guide public outreach and engagement efforts.

In conjunction with the project team kick-off meeting, the consultant team will participate in a joint Planning Commission/City Council kick-off briefing to present an overview of the process. Over the course of the process, the Steering Committee will convene prior to each major outreach effort to review outreach objectives and methods. For a 24-month timeline, draft policies for each Vision theme will be presented for review at regularly scheduled City Council and Planning Commission meetings (up to 12 separate meetings).

Deliverables: kick-off PC/CC briefing, facilitation of up to 12 Steering Committee briefings, presentation at up to 12 PC and CC meetings.

Task 3. Comprehensive Plan Themes

The Comprehensive Plan process will be organized by each of the six themes from the Vision Statement:

Task 3.1 Thriving and Diversified Economy

Topics may include: Jobs, Retail, Redevelopment, Industry, Offices

Task 3.2 Strong Community, Culture, and Heritage

Topics may include: Civic Engagement, Arts and Culture, History, Old Town, Civic Spaces

Task 3.3 Strategic and Collaborative Governance

Topics may include: Growth Management, Public Safety, Community Health, Urbanization, Natural Disasters

Task 3.4 Attractive and Attainable Housing

Topics may include Housing Options, Aging in Place, Access to Amenities, Architecture, Urban Design:

Task 3.5 Coordinated and Connected Infrastructure

Topics may include: Transportation, Utility Supply and Distribution, Public Facilities and Services, Urbanization

Task 3.6 Healthy and Valued Ecosystem

Topics may include: Parks and Trails, Natural Areas, Tree Canopy, Stormwater Management, Watersheds, Fish and Wildlife Habitat

The steps for each sub task include:

(1) Background Reports

For each Vision theme, the consultant will identify the comprehensive plan topics related to that theme and review relevant documents, such as the updated Housing Needs Analysis (HNA), Economic Opportunities Analysis (EOA) and the Transportation Systems Plan, among others. The consultant also will work with City staff to reach out to appropriate City departments to learn about current activities and future plans, as well as conduct targeted research to gather the necessary data. Information from these sources will be used to prepare a background report that describes the theme and underlying topics as they relate to the City of Sherwood. These reports will discuss: what are the City's assets? What trends are driving how the topic area has changed and will continue to change the community? What are the opportunities and challenges to realizing the City's vision for the topic area? What does that vision look like from a spatial perspective?

The background reports will be written in accessible language and use a combination of narrative, maps, tables and graphics to convey key information. A brief summary of the information will ultimately be used in the Comprehensive Plan itself. The consultant team also will prepare a one-page, infographic-rich Theme Profile to introduce each topic area at the thematic Conferences. Special consideration should be given to how these background reports and Theme Profiles will be presented the project website.

Following review from City staff, the consultant will revise the background reports and Theme Profiles and present them to the CAC and TAC for review. Building upon the policy considerations from the Visioning work, the CAC and TAC will help inform key questions and considerations for discussion and learning at a Theme Conference.

(2) Policy Selection and Refinement

Using the ideas generated by the CAC, TAC and at the thematic Conferences, we will work with City staff to identify and draft policies and objectives for the Vision theme. We will revise the draft policies and objectives based on comments gathered through an online survey, and then present them to CAC and TAC for their review and recommendations. CAC and TAC recommendations will be carried forward to the Planning Commission and City Council for final review. Following these meetings, the consultant team will refine the policies and objectives to reflect Planning Commission and City Council direction.

Deliverables: Draft and final background reports, draft and final profiles, draft and final policies and objectives.

Task 4. Urban Form

The 3J team's approach to updating and driving the Comprehensive Plan as an agent of the Vision is also imbued with an understanding of how landform and environment lends to Sherwood's distinct neighborhoods and "small-town feel."

In conjunction with the development of background information and policy direction for each of the six Vision themes, we will revisit, update, re-vet and re-communicate the place-based identity, existing urban design conditions and history of Sherwood's growth and development pattern. The consultant team will work with the community across the *Attractive and Attainable Housing* and *Strategic and Collaborative Governance* topic areas to explore housing and growth management through urban form. This will also include exploring the future of the existing dichotomy of the highway development pattern with the historic center and neighborhood development pattern.

While conversations about urban design will be high level, focusing on centers, corridors and neighborhood hubs, a Comprehensive Plan Vision map will be developed to synthesize the specific vision elements into implementable urban design concepts. The map will illustrate the character of Sherwood's place-based identity and inform the development programming and physical design of Sherwood. Comprehensive plan policies will set up City staff to develop design standards as a next step.

Deliverables: Historic growth, mapped sequence, (refined) Landform analysis map and graphics, Existing Sherwood Urban Form Map, Comprehensive Plan Vision Map

Task 5. Comprehensive Plan

The consultant team will create a visually engaging document that will incorporate goals and policies for each Vision theme with supporting information from the background reports. We will work with City staff to draft any additional narrative needed for the Plan. The document will be easy to read and rich in graphics and images to clearly communicate and illustrate information. The Draft Comprehensive Plan will be presented to the CAC and TAC at their final meeting for their review and comment.

Deliverables: Draft and Final Comprehensive Plan

Task 6. Adoption

A final draft of the Comprehensive Plan will be presented at two worksessions and two hearings for the Planning Commission and City Council. The Planning Commission and City Council will have already

reviewed the draft policies and background information for each of the Vision themes and will be reviewing a packaged document for adoption.

Deliverables: Prepare and present at two Planning Commission/City Council worksessions and two Planning Commission/City Council hearings

Sherwood Comprehensive Plan Cost Estimate	3J Consulting						Envirolsatues						SERA				TOTAL
	SF	AM	SE	AJ	Expense	3J Subtotal	SB	AS	MV	Graphics	Expense	EI Subtotal	MGVL	Asset II	Expense	SERA Subtotal	
Tasks	\$150	\$140	\$80	\$84			\$110	\$135	\$86	\$155			\$140	\$86			
1. Project Management	19	51	0	16	\$25	\$11,359	7	3	0	0	\$25	\$1,200	7	0	\$25	\$1,003	\$13,564
1.1 Project Kickoff	3	3			\$25	\$895	3	3			\$25	\$760	3		\$25	\$443	\$2,100
1.2 Project Administration	16	48		16		\$10,464	4					\$440	4			\$560	\$11,464
2. Community and Stakeholder Engagement	114	320	120	0	\$1,150	\$72,650	88	30	84	54	\$200	\$29,524	38	36	\$200	\$8,976	\$111,150
2.1 Communications and Public Involvement Plan	12	24	36		\$100	\$8,140	6	2	10			\$1,790				\$0	\$9,930
2.2 Community and Technical Advisory Committees (13)	26	104			\$300	\$18,760						\$0				\$0	\$18,760
2.3 Digital and Graphics	4	24	12			\$4,920	66	4	36	54	\$200	\$19,466				\$0	\$24,386
2.4 Conferences and Focus Groups (12)	60	144	72		\$600	\$35,520	16	24	38			\$8,268	26	36	\$100	\$7,196	\$50,984
2.5 Planning Commission/City Council Briefings (12)	12	24			\$150	\$5,310						\$0	12		\$100	\$1,780	\$7,090
3. Comprehensive Plan Themes	48	96	144	0	\$0	\$32,160	0	0	0	0	\$0	\$0	24	0	\$0	\$3,360	\$35,520
Task 3.1 Thriving and Diversified Economy	8	16	24			\$5,360						\$0				\$0	\$5,360
Task 3.2 Strong Community, Culture and Heritage	8	16	24			\$5,360						\$0				\$0	\$5,360
Task 3.3 Strategic and Collaborative Governance	8	16	24			\$5,360						\$0	12			\$1,680	\$7,040
Task 3.4 Attractive and Attainable Housing	8	16	24			\$5,360						\$0	12			\$1,680	\$7,040
Task 3.5 Coordinated and Connected Infrastructure	8	16	24			\$5,360						\$0				\$0	\$5,360
Task 3.6 Healthy and Valued Ecosystem	8	16	24			\$5,360						\$0				\$0	\$5,360
4. Urban Form	4	16	8			\$3,480						\$0	50	62	\$400	\$13,352	\$16,832
5. Comprehensive Plan	12	40	60			\$12,200						\$0	10	20		\$3,320	\$15,520
6. Adoption (4)	24	24	4		\$100	\$7,380						\$0				\$0	\$7,380
Total Hours	221	547	336	16	-----	1,120	95	33	84	54	-----	212	129	118	-----	247	-----
Total Fees	\$33,150	\$76,580	\$26,880	\$1,344	\$1,275	\$139,229	\$10,450	\$4,455	\$7,224	\$8,370	\$225	\$30,724	\$18,060	\$11,328	\$625	\$30,013	\$199,966

Sherwood Comprehensive Plan Vision		2019												2020											
		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Tasks		●																							
Task 1. Project Management		●																							
Task 2. Community and Stakeholder Engagement																									
Task 3. Comprehensive Plan Blocks	Task 3.1 Thriving and Diversified Economy		◆	★ ◆	●																				
	Task 3.2 Strong Community, Culture and Heritage					◆	★ ◆	●																	
	Task 3.3 Strategic and Collaborative Governance								◆	★ ◆	●														
	Task 3.4 Attractive and Attainable Housing												◆	★ ◆	●										
	Task 3.5 Coordinated and Connected Infrastructure														◆	★ ◆	●								
	Task 3.6 Healthy and Valued Ecosystem																◆	★ ◆	●						
Task 4. Urban Form																									
Task 5. Comprehensive Plan																						★			
Task 6. Adoption																						◆	●	●	

- ◆ Citizen Advisory Committee/Technical Advisory Committee
- Planning Commission/City Council
- ★ Conference/Focus Group/Sherwood Studio