

ROSEVILLE
REQUEST FOR COUNCIL ACTION

Agenda Date: 10/17/2016

Agenda Item: 15.b

Department Approval



City Manager Approval



Item Description: Review finalist proposals for the comprehensive plan update, receive presentations, and conduct consultant interviews (**PROJ-0037**)

BACKGROUND

Pursuant to City Council authorization, Planning Division staff issued a Request for Proposal (RFP) on July 29, 2016, as the first step in engaging a consultant to lead the effort in updating Roseville's 2030 Comprehensive Plan; a copy of the RFP is included with this staff report as Exhibit A. The scope of the proposal was designed to meet Metropolitan Council requirements for a 2040 Comprehensive Plan, to review and recalibrate (if necessary) the community's goals, and to identify policies and action steps toward reaching those goals. When the RFP expired at the end of August, Planning Division staff had received proposals from seven consulting firms, and began the process of reviewing the proposal in order to identify which firms' proposals to present to the City Council for the final selection.

INITIAL REVIEW OF PROPOSALS

A panel of five Community Development Department staff members performed the primary evaluation of the proposals and the selection of finalist firms. This process began with the creation of a simple review sheet that listed each of 15 "Selection Criteria" identified in the RFP and facilitated the assessment of each proposal's treatment of those criteria. A reference copy of the review sheet is included with this RCA as Exhibit B. Panel members individually reviewed and completed a review sheet for each proposal and then convened to engage in an iterative group-evaluation process that ultimately allowed two firms' proposals to reveal themselves as the best responses to the RFP. A description of this iterative process is included with this RCA as part of Exhibit B. The full proposals from Cuningham Group and WSB & Associates are included with this staff report as Exhibits C and D, respectively.

FINALIST PRESENTATIONS, INTERVIEWS, PUBLIC INPUT, AND FINAL SELECTION

The proposals submitted by WSB and Cuningham Group were selected as the best two proposals by the reviewing panel, and these firms have been invited to make a presentation about their respective proposals and be interviewed by the City Council at its October 17 meeting. Cuningham Group was randomly selected to present and be interviewed first; WSB will have their opportunity to present and be interviewed second. City staff has begun using a range of channels to invite Roseville community members and appointed officials to review the two proposal documents, watch the presentations and interviews (in the full variety of live and archived ways this is possible), and complete a short survey indicating their preferences between these two firms' proposals. The surveys are expected to be completed predominantly

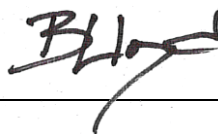
online, but printed copies will be made available for those who prefer; a copy of the online survey is included with this RCA as Exhibit E. Responses to the surveys will be aggregated and provided for the City Council's consideration, along with Councilmembers' own assessments, prior to making the final selection on November 7, 2016.

REQUESTED ACTIONS

Review finalists' proposals for the 2040 Comprehensive Plan Update, receive the presentations by the finalist teams, and interview the teams in preparation for final selection of a consultant on November 7, 2016.

Exhibits:	A: Request For Proposal document	C: Cuningham Group proposal
	B: Proposal review sheet & description of process	D: WSB & Associates proposal
		E: Consultant selection survey

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REQUEST FOR PROPOSAL

2040 Comprehensive Plan Update

July 29, 2016

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RCA Exhibit A

I. INTRODUCTION

Roseville is a fully developed, first-ring suburb in the Twin Cities Metropolitan Area. Located just north of Minneapolis and St. Paul, Roseville is the only community that shares common borders with both major cities. The community is well connected to the regional transportation system with direct access to Interstate-35W and Highway 36. This location gives Roseville residents convenient access to employment centers and amenities throughout the Twin Cities. Roseville's location also provides local businesses with excellent access to customers, employees, and markets. Metro Transit has a transit hub in Roseville making both regional downtowns accessible via bus, and the A Line BRT runs through the community.

Roseville is 14.7 square miles and has an estimated population of 34,719 (by the State Demographer's estimate in 2014). The community is approximately 30 percent industrial and commercial uses, which have generally occurred in the northwestern quadrant of the city (west of Snelling and north of Highway 36). This includes two large tank farms, regional shopping centers (Rosedale and HarMar Mall), and a mix of other manufacturing, warehousing, and transportation service facilities. Over the last 20 years, development and redevelopment in proximity to I-35W has been oriented toward office and light industrial flex space.

Housing in Roseville is dominated by single-family homes. Most of the homes in Roseville were constructed from the 1950s to the 1970s and many of them are still occupied by the original owners. Much of the new housing that has been constructed over the last 30 years has been age-restricted multi-family units, although infill development of single-family homes has also been steady.

Roseville faces the challenges of an older, first-ring suburb, such as aging building stock, and increasing competition from new suburban development. Yet many potential opportunities are afforded by our unique position within the metropolitan area, and our diversifying population. The comprehensive plan update will strive to identify land use, housing, and economic development policies and implementation techniques to promote quality residential renovation, creative infill projects, and innovative commercial and industrial redevelopment to allow the community to prosper and thrive into the future.

II. SCOPE OF SERVICES

The City of Roseville, Minnesota, is seeking proposals from qualified consultants to assist in development of an update of Roseville's 2030 Comprehensive Plan. Our desired outcome is to update and improve upon this existing plan, which is generally well regarded by City officials and staff. The 2030 Comprehensive Plan can be found on Roseville's website, at www.cityofroseville.com/CompPlan.

A. Metropolitan Council Requirements

The consultant will be responsible for ensuring that the comprehensive plan update complies with all Minnesota Statutes and Metropolitan Council requirements, including those contained in the Thrive MSP 2040 system statements as well as the Local Planning Handbook that are applicable to Roseville.

B. Comprehensive Plan Chapters

Each chapter of the existing comprehensive plan is in need of differing levels of revision. City staff has reviewed each of the chapters in the existing plan in a cursory fashion and has identified sections that require consultant-led assistance, and it is anticipated that upon review of the existing plan, each consulting firm will provide its insight as to the best method to implement these and other revisions. All updates should account for changes in physical

development and community preferences over the past decade, and the consultant will work with the review team to determine to what extent revisions are needed. The chapters include:

1. **Introduction:** Updates to this chapter will be necessary to reflect the current plan revisions and the additional planning history since the previous update.
2. **Vision for Roseville:** Evaluate the continued validity of the established vision statements of Imagine Roseville 2025 and the 2030 Comprehensive Plan, and update them as appropriate.
3. **Community Context:** Update to reflect recent physical development in the city and the demographics of the current population as well as the current projections of Roseville's future population. City of Roseville staff will assist with internal data collection as well as map production.
4. **Land Use:** City of Roseville staff will assist with internal data collection as well as map production.
 - Identify parcels or areas with inappropriate land use designations and give them new guidance for their future use and development.
 - Evaluate the land use category designations and their descriptions to determine whether they are suitable or should be broadly reconsidered or slightly revised to better define the intent of each category.
 - Reassess the utility of the existing "Planning Districts" to determine whether a new structure would be beneficial.
 - Identify neighborhoods or small areas that may benefit from more intensive planning efforts and potential public investment.
5. **Transportation:** The content in this chapter will be updated by Roseville's Public Works Department, in conjunction with another specialized consultant that will be responsible for ensuring the comprehensive plan update complies with pertinent Minnesota Statutes and Metropolitan Council requirements, and the consultant will integrate this content into the final Comprehensive Plan document.
6. **Housing and Neighborhoods:** The extent to which this chapter should be reviewed and updated will depend on the financial and staff resources committed to such activities; the newly-formed Economic Development Authority is currently developing strategies in this content area, which will help to guide the comprehensive plan update.
7. **Economic Development and Redevelopment:** Similar to *Housing and Neighborhoods*, the extent to which this chapter should be reviewed and updated will depend on the financial and staff resources committed to such activities; the newly-formed Economic Development Authority is currently developing strategies in this content area, which will help to guide the comprehensive plan update.
8. **Environmental Protection:** The content in this chapter will be updated by Roseville's Public Works Department, in conjunction with another specialized consultant that will be responsible for ensuring the comprehensive plan update complies with pertinent Minnesota Statutes and Metropolitan Council requirements, and the consultant will integrate this content into the final Comprehensive Plan document.
9. **Parks, Open Space, and Recreation:** The content of this chapter will largely reference the 2010 System Master Plan and the 2012 Master Plan Implementation Process documents, and the consultant will integrate this content into the final Comprehensive Plan document.

Utilities: The content in this chapter will be updated by Roseville's Public Works Department, in conjunction with another specialized consultant that will be responsible for ensuring the comprehensive plan update complies with pertinent Minnesota Statutes and Metropolitan Council requirements, and the consultant will integrate this content into the final Comprehensive Plan document.

- 11. Implementation:** Updates to this chapter will be necessary to account for how the community has changed since the adoption of the 2030 Comprehensive Plan and to reflect updated goals and policies of the body of the plan.

C. Other Planning Elements

Other topic areas and ways of thinking about planning for Roseville's future should be considered for incorporation into the 2040 Comprehensive Plan, perhaps as new chapters in the comprehensive plan, or as new categories of goals and policies within existing chapters, or simply as ideals that guide the act of reviewing and revising the plan's goals and policies. Such topic areas might include:

1. **Public Safety:** Because public safety is a core responsibility of the City, consideration should be given to incorporating public safety into the comprehensive plan in some manner.
2. **Resilience:** As a complement to Roseville's ongoing commitment to being an environmentally healthy community as demonstrated by Roseville's 2015 attainment of Step 2 status among Minnesota's GreenStep Cities, consideration should be given to adaptation policies and practices, which will help Roseville adjust to the effects of climate change, as well as resilience strategies that recognize the difficulty of predicting what the impacts of climate change will be and emphasize increasing our flexibility to thrive and prosper regardless of how climate change develops.
3. **Thrive MSP 2040 Outcomes:** Use the five primary regional planning outcomes identified by the Metropolitan Council, namely Stewardship, Prosperity, Equity, Livability, and Sustainability, as lenses for reviewing and updating the goals and policies in Roseville's comprehensive plan to improve our community and to make a positive contribution to the health of the region.

D. Public Engagement

The City of Roseville values the input of both its residential and business communities. Therefore, the Comprehensive Plan Update will require a creative public participation process that builds from the efforts of the Imagine Roseville 2025 (IR2025) community visioning process and engages a wide-range of community members. Consultants responding to the RFP will be expected to propose an overall public engagement strategy; the engagement strategies used in the 2007 IR2025 visioning effort (<http://www.cityofroseville.com/IR2025>) and the 2010 Parks and Recreation System Master Plan update (<http://www.cityofroseville.com/1990/2010-System-Master-Plan>) are recent examples of what has worked well in Roseville. The selected consultant will work with advisory commissions, staff, and the City Council to further refine the strategy to best suit Roseville, although it is already known that a team of staff will stand in place of the "steering committee" and "citizen advisory team" utilized in the above public engagement efforts.

III. REQUIRED PROPOSAL CONTENT

The following material must be received by 11:59 p.m. (CDT) on August 31, 2016 for a proposing consultant to be considered. During the evaluation process, however, the City of Roseville shall reserve the right to request additional information or clarifications from a consultant, or to allow corrections of errors and/or omissions.

A. Cover Letter/Title Page

Title page showing the following: request for proposal's subject; the consultant's name, address, telephone and email address of the contact person; and the date of the proposal.

B. Transmittal Letter

A signed letter of transmittal briefly demonstrating the consultant's understanding of the work to be performed, committing to perform the work within requested time periods, explaining why the consultant believes that it is best qualified to perform the services, and stating that the proposal is an irrevocable offer.

C. Statement of Qualifications

Submitted materials should demonstrate the qualifications of the consultant and of the particular staff to be assigned to this engagement.

1. General Information

- a. Provide general information and a brief history of the consultant's firm. Include similar information on key sub-consultants, if any, proposed for the project.

2. Project Understanding

- a. Include a summary of the consultant's understanding of this project as described in Section II (Scope of Services).

3. Personnel Qualifications – Resumes

For each member of the professional staff proposed to be assigned to this engagement, please provide the following information:

- a. Identification of key personnel who will manage the project and who can negotiate and execute a contract.
- b. Names and proposed roles of other individual team members.
- c. Education and experience biographies of all team members addressing the qualifications and considerations of the RFP.
- d. Describe the qualifications of the consultant to perform the work requested. Include information about pertinent prior experience.
- e. An outline of the proposed functions of the individuals and their back-up as well as their experience in the specific assigned functions.

4. References

- a. Include a list of municipal clients where similar services were provided by the professional staff proposed along with the name and telephone number of a person who may be contacted at that municipality.
- b. Include a list of previous or current services provided to the City of Roseville.

- RCA Exhibit A** • Include a list of private clients for whom work has been or is being performed within Roseville, the type of project, the specific activities performed, and the name of a person who may be contacted at the private client.

D. Proposal

The purpose of the technical proposal is to demonstrate how the consultant, as a team and as individuals, will contribute to the comprehensive planning effort. The substance of the proposal will carry more weight than form or manner of presentation; the proposal should be complete and concise.

1. Proposed Work Plan and Tasks

- a. Provide specific approaches, methods, and assumptions that will be utilized to accomplish each work item in Section II (Scope of Services).

2. Schedule

- a. Provide a proposed schedule from project initiation to final completion. The schedule should include a listing of key tasks within each phase, key milestones and approximate dates, and deliverables.

3. Additional Information

- a. Include any other information that is believed to be pertinent, but not specifically requested elsewhere in this RFP.
- b. Describe the consultant's use of technology to enhance client services or reduce costs, including how the consultant leverages technology to do so.
- c. Describe research capabilities and references utilized.
- d. Provide a statement of how the workload of this project for the City of Roseville would be accommodated and what kind of priority it would be given, including capability to maintain reasonable response times.

4. Compensation/Fee Schedule

- a. Include the chargeable hourly rate for services or personnel not included in the scope. If multiple consultants are collaborating on the RFP submittal please identify the specific segment of the scope for each assigned consultant and the associated pricing.
- b. Identify pricing for each segment of the scope listed below:
 - Public Participation Process
 - Planning Services
 - o Update of Existing Plans and exhibits.
 - o Analysis of Future Issues and exhibits.
 - o Implementation and exhibits.
- c. Provide a fee schedule for incidental/disbursement services and any other costs the city will be charged in addition to those noted in 4.a. above.

IV. PROPOSAL SUBMISSION INSTRUCTIONS

A. **Inquiries**

All responses, questions, and correspondence should be directed to Bryan Lloyd, Senior Planner for City of Roseville, using the contact information below. In the interest of fairness to all respondents, please do not contact other staff or elected or appointed officials unless instructed to do so.

Bryan Lloyd
City of Roseville
2660 Civic Center Drive
Roseville, MN 55113

bryan.lloyd@cityofroseville.com
651-792-7073

B. **Proposal Submission**

One electronic copy of the proposal, in Adobe PDF format, and five paper copies of the proposal shall be submitted to the addresses above. **The submission deadline is 11:59 p.m. (CDT) on August 31, 2016.** Please note that the maximum size for email attachments is 20MB; multiple emails with attachments are permitted.

C. **Timeline**

Roseville's anticipated timeline is as follows, although the dates may be subject to change as the City deems necessary.

Issuance of Request for Proposal July 29, 2016
Proposals Due August 31, 2016, by 11:59 p.m. (CST)
Review of proposals September 1 – September 8, 2016
Invitation of selected consultants to interview September 8 – September 9, 2016
Interviews September 12 – September 20, 2016
Recommendations to City Council September 26, 2016
Negotiation and finalization of contract October 2016
Commencement of new contract November 2016
Anticipated completion December 2017 – March 2018
Metropolitan Council submission deadline December 31, 2018

V. PROPOSAL REVIEW

A. **Qualification Based Selection**

The City of Roseville intends to select and award an contract to the consultant or consultants evaluated to be best qualified to perform the work in Section II (Scope of Services) based on extent and quality of consultant's resources, cost, communication and presentation skills, compatibility, and quality and extent of experience. Other performance factors may also be considered.

Qualified consultants will have:

- demonstrated experience in municipal comprehensive planning;
- well-developed skills and experience in designing and facilitating a thorough, effective public engagement strategy;
- experience engaging and working with diverse communities;

RCA Exhibit A familiarity with the Metropolitan Council's comprehensive planning requirements and recommendations; and

- expertise in land use planning, urban design, landscape architecture, housing, and economic development.

B. Review and Recommendation Process

Based upon review of the submitted proposals a selected number of consultants will be asked to interview with City staff. The City staff will recommend one or more of these consultants to the City Council for final selection.

C. Financial Liability Limitations

The City shall not be liable for any expenses incurred by the applicant in connection with this solicitation, including but not limited to expenses associated with the preparation of the statement, attendance at interviews, preparation of compensation fees schedule, or final contract negotiations.

D. Rights of Review

The City reserves the right to reject any and all proposals or to request additional information from any and all applicants.

E. Selection Criteria

Proposals will be independently evaluated by the Selection Committee. The following criteria will be used in order to ascertain which proposal best meets the needs of the City:

- Description of approach to prepare the update
- Relevance and suitability of the proposal to the scope of work
- Public engagement plan and experience
- Qualifications and expertise of the key personnel to be assigned
- Experience of the firm and the project team with comprehensive plan updates
- Proposed schedule for completing the update
- Demonstration of ability to perform the proposed work within the proposed schedule
- Experience and working relationship with the Metropolitan Council
- Innovation and creativity
- Familiarity with Roseville's local and regional context
- Ability to interact positively and effectively with the public
- Ability to work as a team with City Council, advisory commissions and committees, staff, and the public
- Demonstration of successful previous budget performance and experience in meeting project budgets
- Description of approach to budgeting
- Project cost

RCA Exhibit B

Firm Name:	Evaluator:			
Selection Criteria	Rating			
	Poor	Sufficient	Good	Excellent
Description of approach to prepare the update				
Relevance and suitability of the proposal to the scope of work				
Public engagement plan and experience				
Qualifications and expertise of the key personnel to be assigned				
Experience of the firm and the project team with comprehensive plan updates				
Proposed schedule for completing the update				
Demonstration of ability to perform the proposed work within the proposed schedule				
Experience and working relationship with the Metropolitan Council				
Innovation and creativity				
Familiarity with Roseville's local and regional context				
Ability to interact positively and effectively with the public				
Ability to work as a team with City Council, advisory commissions and committees, staff, and the public				
Demonstration of successful previous budget performance and experience in meeting project budgets				
Description of approach to budgeting				
Project cost				
Other notes:				

Review Process for Comprehensive Plan Update Proposals

- Round 1: Each member of the panel individually assessed each proposal for its response to the 15 selection criteria, based on their professional perspectives. None of the selection criteria were assigned more weight than the others, and no numeric values were associated with the evaluation at this point in the process.
- Round 2: As a group, each reviewer classified each proposal as either clearly below average (having more “poor” and “sufficient” values), clearly above average (having more “good” and “excellent” values), or requiring additional discussion by virtue of having some mixture of values, based on their individual assessments.
- This step identified strong agreement, even unanimity at times, that two of the proposals were viewed to be particularly good and that two others were perceived to have too many relative weaknesses, which disqualified them from much further consideration.
 - This step also identified three of the proposals that garnered a mix of opinions, which demanded further discussion.
- Round 3: This was when most of the discussion occurred among the panel.
- The lowest-ranked proposals were discussed to verify that the relative weaknesses perceived by individual panel members were based on positive understanding (rather than *misunderstanding*) of the proposals.
 - The highest-ranked proposals were discussed to confirm that their perceived strengths were *real* strengths and not the result of misreading the proposals.
 - The most discussion focused on the middle category of proposals, which had the mix of positive and negative responses, to more thoroughly evaluate their relative strengths and weaknesses, and compare them to the top two proposals. The panel concluded that each of these three proposals had sufficient weaknesses to keep them from really competing against the top two firms.
- Round 4: Numeric values were assigned to the below average, above average, and in-the-middle classifications discussed in Round 2, above, as an interval-level validation of the panel’s ordinal rankings.
- Each proposal had been classified by each of the five panel members, and the five numeric values relating to those classifications were added together to provide a total score for each proposal. With five panel members reviewing and classifying the proposals, the maximum potential score would be 15 and the lowest potential score would be zero.
 - As expected, two proposals had scores in the low single-digit range, three proposals had scores between 5 and 10, and two proposals, those from Cuningham Group and WSB, had scores that were higher still.



August 31, 2016

**RESPONSE TO REQUEST
FOR PROPOSAL –
2040 Comprehensive Plan Update**

Roseville, Minnesota

Presented to
City of Roseville

Prepared by
Cunningham Group Architecture, Inc.
St Anthony Main
201 Main Street SE Suite 325
Minneapolis, MN 55414

Contact
Andrew Dresdner, AICP
612 379 5518
adresdner@cunningham.com

RCA Exhibit C

August 31, 2016

Bryan Lloyd
City of Roseville
2660 Civic Center Drive
Roseville, MN 55113

Subject: **Proposal | 2040 Comprehensive Plan Update**

Dear Mr. Lloyd,

Thank you for the opportunity to present our team qualifications to develop an update of the Comprehensive Plan for the City of Roseville, Minnesota. We are excited about how Roseville has structured the RFP; it reveals a commitment to use Comprehensive Planning as more than a compliance exercise. It reveals a desire to thoughtfully and deliberately plan for the future of your community.

By thinking beyond what is minimally required by Met Council, we are excited to help Roseville **get more** from the Comprehensive Plan. Together we can create a process that engages and inspires the community while clarifying a vision, goals, and policies that address current and future issues and opportunities that are unique to your community. Furthermore, we are excited to work closely with you to advance implementation strategies that allow the City to realize an ambitious and exciting vision for the future.

To deliver a Plan that helps you **get more** from the Comprehensive planning process, we are pleased to present to you a team with strong experience in comprehensive and municipal planning. Cunningham Group augments its expertise in planning and urban design with experts from Cornejo Consulting (senior advisor), Tangible Consulting Services (implementation strategy, housing, and economic development), and SEH (engineering support).

Our team strengths include:

- **Experience:** We bring a diverse team of planners, landscape architects, and engineers with experience in comprehensive and municipal planning in the Twin Cities region as well as recent experience working in the City of Roseville.
- **Community-Based Approach:** We are committed to providing creative and robust community engagement that brings a broad base of stakeholders to the table and builds community support and momentum through the planning process.
- **Focus on Implementation and Usability:** We develop implementation-oriented plans that lead to tangible outcomes. We create deliverables that are clear, informative, and visually engaging, and have the potential to reach multiple stakeholders and users.

Thank you again for the opportunity to submit our proposal for the Comprehensive Plan update. If you have any questions, please do not hesitate to contact us.

Sincerely,
Cunningham Group Architecture, Inc.



Andrew Dresdner, AICP
Senior Associate



Jeff Schoeneck, AIA
Principal



CUNNINGHAM
G R O U P

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Statement of Qualifications

RCA Exhibit C



Cunningham Group Architecture, Inc.

Cunningham Group Architecture, Inc. (Cunningham Group®) exists to create beautiful places for a balanced world. It's what gets us up every day and is our reason for being. Simple and eloquent, the statement embodies our passion for design and its impact on our clients, communities, and the world.

Cunningham Group's **Urban Design and Landscape Architecture Studio** provides a range of design and planning services for both private and public clients. The goal of our work is to increase investor confidence in a given area by improving the public realm, access and connectivity, and the quality of the built environment. Our design solutions are both strategic and physical and always emerge from the underlying patterns and traditions of place.



Cornejo Consulting

Cornejo Consulting helps cities, neighborhoods, towns, and civic interest groups plan and develop their communities. In collaborative processes with clients, Cornejo embraces change, fosters learning, promotes understanding, and motivates action. Cornejo Consulting integrates physical, social, cultural, and economic objectives to provide decision-makers with clear choices to achieve stronger, more attractive, and sustainable communities. Dan Cornejo has over 30 years of increasingly responsible experience as an innovative community and regional planner in urban, suburban, and rural settings throughout the United States and Canada.



Tangible Consulting Services

Tangible Consulting Services offers broad expertise in community and economic development, as well as analytical depth in market analysis, development requirements, and implementation strategy. Tangible's core expertise is at the intersection of market economics, development finance and feasibility, and the public policies and resources that impact urban development. Tangible puts special emphasis on what it takes to bring community visions to reality. Tangible's goal is to support our public sector clients in being clear-eyed and empowered, by creating and supporting plans that are both aspirational and achievable.



Short Elliot Hendrickson, Inc.

Short Elliot Hendrickson, Inc. (SEH) provides planning, landscape architecture, civil engineering, and surveying services to federal, state, local and tribal governments as well as to private individuals and corporations. SEH provides a multi-disciplined planning approach to help communities make decisions about shaping their future. Their planning team understands how the mix of land uses can work together to create an exciting, attractive, and sustainable community. Their practice is comprised of community development specialists, landscape architects, and urban planners licensed in six states throughout the upper Midwest.

Cunningham Group Planning Awards



"To come up with a plan that people could reach some kind of consensus on, I think is an extreme challenge, and Cunningham Group did that. Not only did they do that, they did it in a pretty short time frame. We were on a fast track. We would be going from one meeting with the property owners, meeting with the bankers, then meeting with the arts community. Yet they were able to take information from those meetings, and really get to the nuts and bolts of what needed to happen and be done in short order and deliver drafts and products back to us in the time frame they promised. Frankly, I was awed with their abilities to do those kinds of things."

David Heier, Economic Development
Director, City of Dubuque
Millwork District Master Plan

U.S. Environmental Protection Agency (EPA) National Award for Smart Growth Achievement: Historic Millwork District Master Plan, Dubuque, Iowa, 2013

American Planning Association, Wisconsin Chapter (WAPA) Chapter Award - Plan Document Category: Greenbush/Vilas, Meriter Hospital and Saint Mary's Housing Plan, Madison, Wisconsin, 2011

American Planning Association, Kansas Chapter Pioneer Award - Urban Category: Downtown Form-Based Code, Overland Park, Kansas, 2011

Minnesota Chapter of the American Planning Association Merit Award: Zoning and Design Rules for the Minnesota State Capitol Area, Saint Paul, Minnesota, 2010

1000 Friends of Iowa Best Development Awards - Leadership Category: Historic Millwork District Master Plan, Dubuque, Iowa, 2009

Iowa Chapter of the American Planning Association Planning Excellence Award - Innovation in Best Practices for Sustainability: Historic Millwork District Master Plan, Dubuque, Iowa, 2009

Dubuque Main Street 24th Annual Awards - Best Community Initiated Development, 2009: Historic Millwork District Master Plan, Dubuque, Iowa, 2009

American Planning Association, Wisconsin Chapter (WAPA) Chapter Award - Urban Design Category: Stoughton Road Revitalization Project Plan, Madison, Wisconsin, 2009

Minnesota Chapter of the American Planning Association Merit Award - Outstanding Planning or Urban Design Category: Riverdale Station Area Transit Oriented Development Guidelines, Coon Rapids, Minnesota, 2008

Minnesota Chapter of the American Planning Association Merit Award - Outstanding Planning or Urban Design Category: Uptown Small Area Plan, Minneapolis, Minnesota, 2008

American Planning Association, Wisconsin Chapter (WAPA) Chapter Award - Planning Category: Chippewa Falls Downtown Riverfront Plan, Chippewa Falls, Wisconsin, 2008

Neighborhoods USA National Neighborhood of the Year Award - Multi-Neighborhood Project Partnerships Category: Stoughton Road Revitalization Project, Madison, Wisconsin, 2008

2. Project Understanding

Located north and adjacent to both Minneapolis and Saint Paul, Roseville has a wealth of assets that make it a desirable City to call home and in which to do business. Close and well-connected to both metropolitan downtowns and the University of Minnesota, Roseville is a wonderful place for families to find a home in a traditional neighborhood setting, and it is perfectly located for businesses that desire regional access and a strong local market. For millennials, Roseville offers proximity to urban places without paying the downtown price premium. And for seniors, Roseville is a comfortable and familiar place to transition to a life of reduced responsibilities and additional support. Roseville has a unique pull in the metro as **a regional destination in its own right and a desirable residential community with small town values and aspirations.**

Earlier this year, the 2016 Roseville Community Survey concluded high levels of satisfaction among residents in the areas of city services, amenities, engagement, and overall city direction. Therefore, the role of the 2040 Comprehensive Plan update will be to reinforce and retain its valued assets and amenities while addressing new challenges and opportunities that have emerged in the past 10 years. Among those challenges, the City has noted the aging building stock and increasing competition with new suburban development as key concerns for the community. In addition, changing population dynamics and increasing resident diversity present new opportunities for future planning.

The City is seeking a team of qualified consultants to assist with the update of its Comprehensive Plan. Last updated in 2009, the 2030 Roseville Comprehensive Plan provides background information and analysis, policy guidance, and physical frameworks for the development of the community. While still a sound planning document, the 2030 Plan is in need of redress, not only to comply with State and Regional requirements, but to reflect changing dynamics and priorities in the community and to be a meaningful and usable document for the City.

The updated 2040 Plan should aim to carry forward relevant policies and directions from the 2030 Plan. The update process should be approached not as a complete overhaul of the 2030 Plan, but a strategic re-evaluation of its policies, goals, and priorities. The comprehensive plan update process should retain workable components of the previous plan, but also acknowledge local and regional changes, demographic shifts, new development, and recent planning efforts that have transpired in the past decade. Further, current planning issues and challenges, including those highlighted in the Met Council's Thrive MSP 2040 Plan (e.g. resilience, economic competitiveness, equity, and livability) should be highlighted through the planning process and addressed in the 2040 Plan.

Above all, the updated Roseville 2040 Comprehensive Plan must not be the sum of reactions to specific or transitory issues, but rather a clear guide and framework for future decisions and policies by the City Council, its appointed commissions, and city staff.



The Project Team is tasked with bringing together the various strands of the Comprehensive Plan, including several technical sections (Transportation, Utilities, Economic Development, Environmental Protection, and Housing) which will be updated by City staff in conjunction with other consultants and/or advisory commissions. The Project Team is responsible for ensuring that the final plan content (writing, graphics, and analysis), whether generated by the Project Team, City staff, or other consultants, comes together into a cohesive document that reads clearly and consistently. The Project Team must also work with City staff and other consultants to craft an approach that integrates all moving parts of the Plan into a unified public process.

We understand that to be successful in this process, our team must be able to:

- Deliver a plan that complies with Minnesota Statutes and Metropolitan Council requirements for comprehensive planning.
- Address the full breadth of issues and topics in the Plan, with particular attention to community engagement, vision, land use, redevelopment, implementation, and overall project coordination.
- Collaborate with City staff, advisory commissions, and other consultants to ensure seamless development and integration of the transportation, environmental protection, utilities, economic development, and housing sections of the plan.
- Develop and execute a robust plan for community engagement, and collaborate with City staff, other consultants, elected officials, advisory commissions (e.g. Community Engagement Commission), and other stakeholders.
- Deliver an efficient process that builds on the 2030 Plan and integrates recent planning and community development efforts (e.g. 2010 Parks Master Plan).
- Identify and address key issues that have emerged since the last Comprehensive Plan update- and anticipate future trends, opportunities, and threats that may impact the community in the next 20 to 25 years.
- Provide research, experience, and best practices that can inform the goals, policies, and strategies in the Plan.
- Create a Plan and supporting materials that are clear, informative, visually-engaging, and usable for multiple audiences.
- Support communications with Met Council, other regional agencies, and adjacent municipalities to ensure regulatory compliance and regional coordination.



Comprehensive planning starts with place

Starting with “place” means we develop solutions that honor and celebrate the strengths, cultures, and history of a community, while layering in new ideas, best practices, and innovations in the field that can generate public enthusiasm, catalyze investment and create new visions for the future.

Starting with “place” means leveraging the local assets that make a community unique. Whether physical, social, or economic, we strive to understand the range of forces- both current and historical- that shape and animate a community. Understanding the issues and dynamics influencing the City of Roseville requires not only rigorous inventory and analysis of existing conditions and future trends, but also input from diverse leaders and stakeholders. It is community input and collaboration that imbues the Plan with a unique and defining sense of place.

Ultimately, “Place” is revealed in a community’s identity and image. Comprehensive planning has the ability to influence the core elements of “place”: its visual character, the form and scale of development, its natural and developed park areas, and the design of public infrastructure.

Our approach to community engagement, as described in the work plan, leverages channels of communication in the community. As directed in the RFP, we plan on working with a select group of City Staff who will serve as the Steering Committee for this project, as well as collaborating with the City’s designated project manager. Additional input and engagement will be sought through the City’s existing advisory committees, City Council, interactive public workshops, meeting-in-a-box toolkits, as well as through targeted outreach to key stakeholder groups.

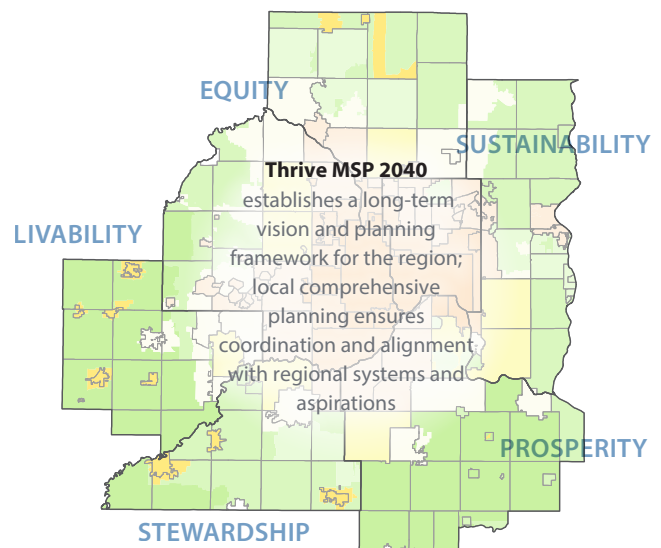
We recognize there is not a one-size-fits-all approach to community engagement. We work with our clients to craft an engagement plan that is tailored to the needs of the project and reflects best practices, as well as on-the-ground understanding what works best in your community. The engagement steps and strategies outlined in this proposal are a jumping off point for further discussion to be refined in consultation with City Staff, Steering Committee, and other relevant advisory groups, such as the City’s Community Engagement Commission (CEC).

But it’s part of working towards a thriving metro

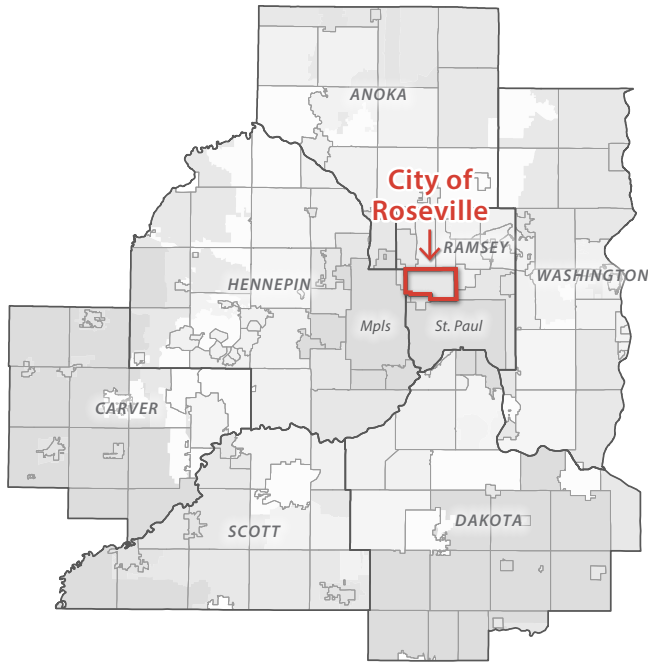
The development of local plans and visions feeds a broader ecosystem of planning in the Twin Cities metropolitan region. The Metropolitan Council’s Thrive MSP 2040 plan and related system and policy plans establish a vision for the next 30 years, setting the stage for regional coordination around a range of issues.

For this cycle of comprehensive planning, Thrive MSP brings to the fore key aspirations for the region, including equity, sustainability, prosperity, stewardship, and livability. Comprehensive planning is a means to ensure that your local plan, policies, and decision making align with and advance these regional aspirations.

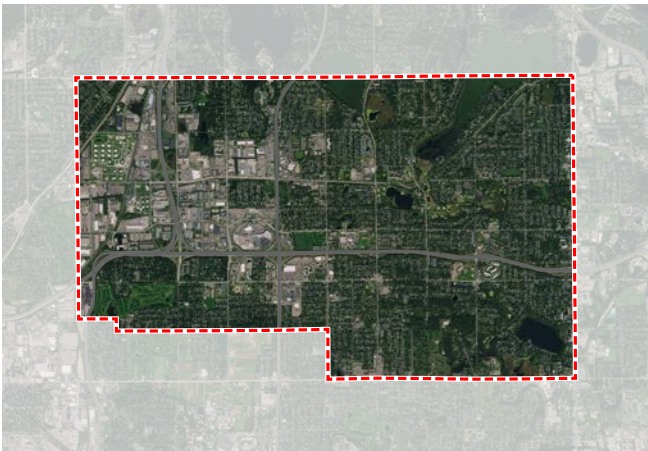
The 2040 Roseville Comprehensive Plan should incorporate and address these regional goals and visions, and seek to bring forward other current and emerging themes and issues that may not have been addressed in the previous plan. Our team of experts provides innovative and effective planning solutions, utilizing case studies, precedent research, and best practices in our fields. We work closely not only with City staff and stakeholders, but also with regional agencies and adjacent municipalities to ensure alignment between planning objectives, compliance with relevant statutes and regulations, and collaboration toward shared goals.



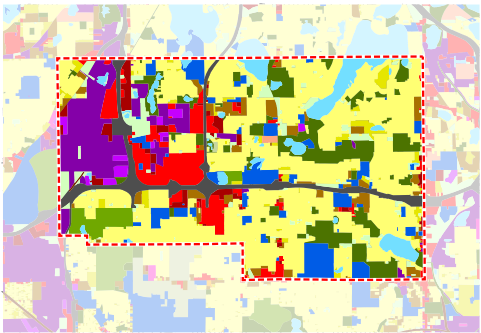
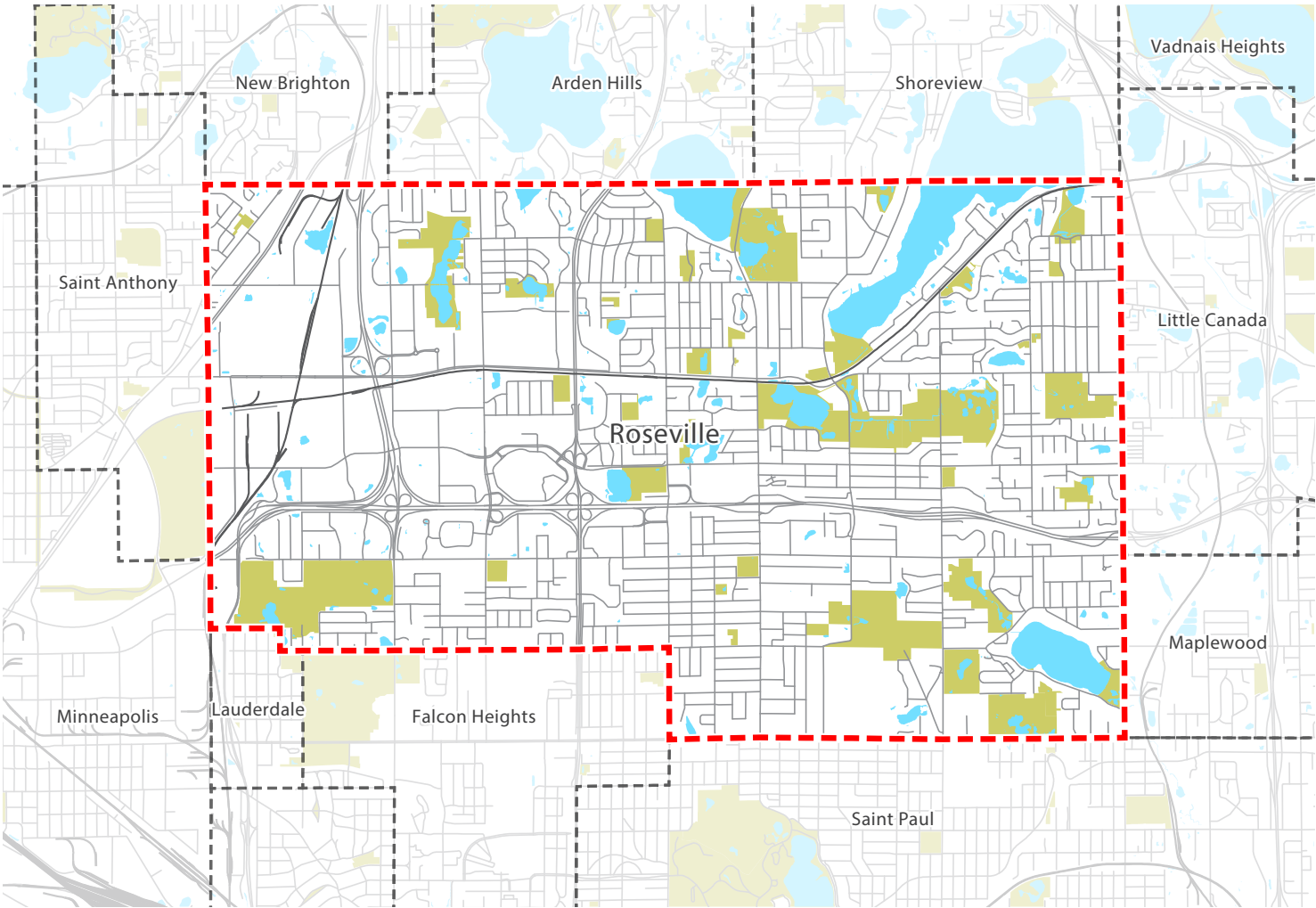
Roseville At-A-Glance



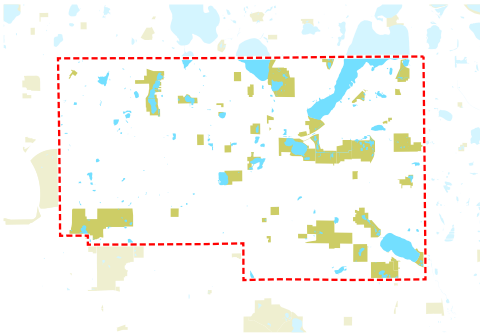
Regional Context
Roseville is located in Ramsey County in the heart of the seven-county metropolitan area. Nine miles from downtown Saint Paul and seven miles from downtown Minneapolis, Roseville benefits from its central and accessible location within the region.



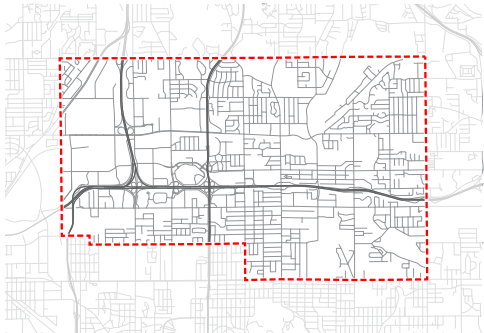
City X-Ray Maps
Roseville is comprised of multiple overlapping physical systems, which together inform the function and form of the city. The following maps reveal some of these systems.



Land Use
While low-density residential is the predominant land use, large areas in the west and northwest portions of the city are devoted to retail, commercial, and industrial uses.

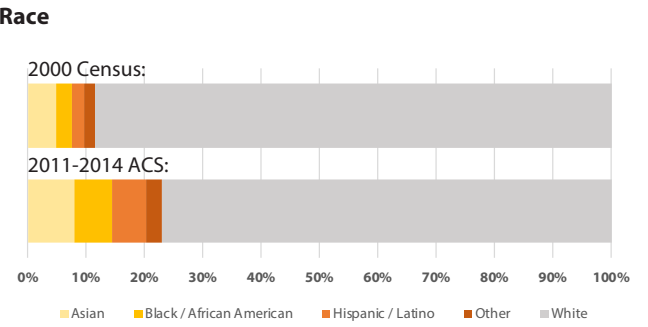
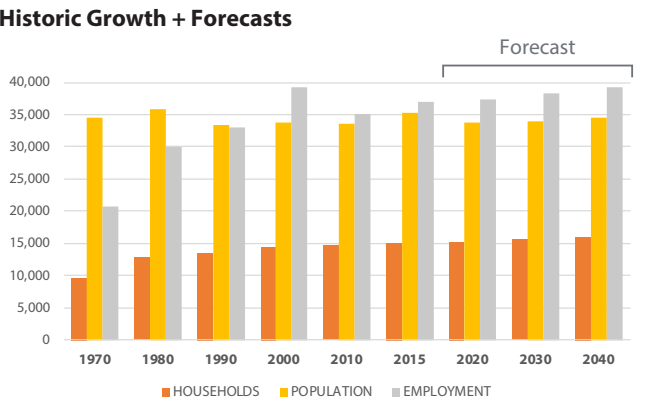


Parks + Open Space
Roseville’s park, and open space system is a highly valued asset in the community, offering residents convenient access to quality facilities, trails, and recreation spaces.



Roadways
A built-out community, Roseville’s roadway network is well-established with major highways and arterials connecting the city to the region and surrounding communities.

Changing Demographics
Roseville has seen continued population, household, and employment growth in recent decades, with Met Council forecasts showing continued increases out to 2040. As the city’s population has grown, additional shifts have occurred in the make-up of residents, including growing minority populations (non-white population doubled between 2000 and 2014).



2016 Community Survey
In a recent 2016 Roseville Community Survey, resident reported high levels of satisfaction with overall quality of life and quality of City services and amenities.

*99% of respondents rated **quality of life** in Roseville as “excellent” or “good”*

***Strong neighborhoods/good housing, safe community, and friendly people** were top three attributes people like about the community*

***Rising crime** and **high taxes** ranked as top two most serious issues facing the city, although **35%** said there are **no serious issues** facing the city*

Statement of Qualifications

How Roseville Can Get More from its Comp Plan

We believe comprehensive planning can be more than a compliance exercise. It is an opportunity to engage and inspire the whole community; to articulate a vision, goals, and policies that address pressing issues and opportunities; and to advance implementation strategies that will allow the community to realize an ambitious and exciting vision for the future.

Every community in this region has to make a plan. Every community will do things their own way. Communities that make strategic choices to do things a little differently- thinking differently, communicating differently, and delivering differently- can get more from their planning efforts.

Honing a clear, community-led vision: A comprehensive plan should state a clear and coherent vision for the future of the community. A strong vision statement should be concise, memorable, aspirational, and representative of community values and priorities. This planning process is an opportunity for the City of Roseville to revisit the community vision (adopted in 2007 following the Imagine Roseville 2025 process) and to evaluate if it is still relevant and reflective of the community ten years on. Additional effort should be made to engage new populations in the community or those who may not have been reached in the last visioning process.

Addressing on 21st century planning issues: The planning landscape has changed since your last comprehensive plan. The 2040 Comprehensive Plan is an opportunity for Roseville to focus on emerging themes and issues that have gained prominence in your community or in the broader planning field. This may include addressing broad regional priorities such as equity, sustainability, and livability, or more local issues such as safety, healthy/active living, aging in place, placemaking, and community cohesion.

Focusing on Key Priorities and Implementation: A comprehensive plan is only effective if it is implemented and the outcomes are measured. Without implementation strategies and performance metrics, a plan runs the risk of sitting on the shelf. By highlighting key priorities and providing strategies and performance measures to track impacts over time, we create plans that are actively utilized and implementable.

For the City of Roseville, this may mean focusing on key redevelopment areas or neighborhoods within the city and developing frameworks and action steps to support future small area or master planning. This level of planning is more detailed than the typical policy-level focus of a comprehensive plan, but can help to seed new ideas and accelerate future planning and implementation. This may also mean a deeper dive into housing and economic development strategy, moving beyond policies to identify key action steps and performance measures to track the impact of future initiatives.

Formatting for a Wider Audience and Maximum Usability:

When was the last time you sat down with a 100-page plan and read it cover to cover? As people everywhere are experiencing increasing demands on their time and attention, we need to rethink traditional document formats to make plans more accessible and usable for broader audiences. We have found that plans that fit on a shelf are bound to sit on a shelf, no matter how thorough, accurate, or progressive the plan is. Lengthy print documents have a greater tendency to go unseen and unused by the general public.

For the City of Roseville, we see three key opportunities to optimize the format and usability of the Plan:

1. Producing a document that is **visually engaging, well-written, clear, navigable, and concise**, building on the already streamlined organization of the 2030 Plan.
2. Delivering the Plan in **multiple formats** in addition to the full plan document. This might include translating key plan content into print and digital deliverables (e.g. brochures, posters, website) that are easier to distribute, use, and promote.
3. Raising the profile of the Plan to keep it **relevant and in active use**. This might include performing interim updates to the Plan (e.g. a 3-year comp plan update to refresh key priorities and strategies); using Plan content in community marketing materials for prospective residents, businesses, developers; and integrating the Plan into regular/annual strategic planning exercises with City Staff, Council, and advisory commissions.

Getting More From Your Comprehensive Plan:

Communities can and should get more from their comprehensive plans.

Comprehensive Planning is an opportunity to engage and inspire the whole community; to articulate a vision, goals, and policies that address pressing issues and opportunities; and to advance implementation strategies that will allow the community to realize an ambitious and exciting vision for the future.

More than a compliance exercise.

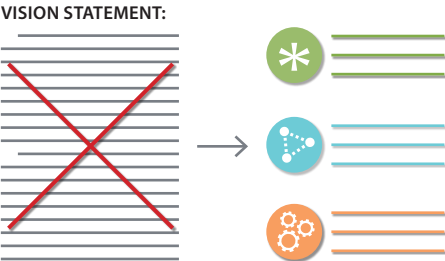
Every community in this region has to make a plan. Communities that make strategic choices to do things a little differently- thinking differently, communicating differently, and delivering differently- can get more from their planning efforts.

Get more by...

- Thinking differently.
- Communicating differently.
- Delivering differently.

Thinking differently means...

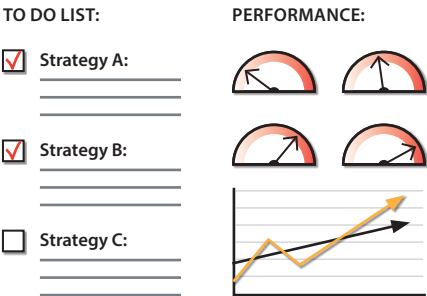
...Honing a strong, community-led vision Too often, vision statements are wordy run-on sentences of little substance. A strong vision statement should be concise, memorable, aspirational, and representative of community values and priorities.



...Addressing 21st Century Planning Issues The Planning landscape has changed since your last comprehensive plan. Your plan update should recognize and prioritize the issues that are most critical to your community.



...Focusing on Key Priorities and Implementation A plan is only effective if it is implemented and the outcomes are measured. By providing targeted strategies and performance measures, we create plans that can lead to action and tangible outcomes.



Communicating differently means...

...Thinking about the “Plan as Process”

The comprehensive planning process can result in more than an adopted plan; it can increase community awareness, civic involvement, and local investment. By crafting a process that allows citizens to engage with ideas and issues through a variety of activities and forums, you can enhance participation and build public support for the plan.



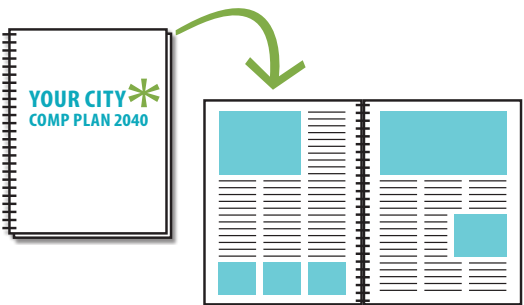
...Showing rather than Telling

Comprehensive plans should communicate to a wide audience, from the layperson to the mayor, the developer to the activist. High quality graphics and illustrations, along with concise, plain-spoken language can help to convey complex ideas in simple and direct ways.

Delivering differently means...

...Formatting for a Wider Audience and Maximum Usability

A comprehensive plan should be more than a desktop reference for the city planner. Plans that are colorful, interactive, logically-organized, and plain-spoken can encourage greater use and have an impact in the community beyond city hall.



- User-friendly documents
- Online tools
- Posters and videos

...If it doesn’t fit on the shelf, it won’t sit on the shelf

Increasingly, we are moving away from a single “thick” plan, and moving towards multiple “thin” documents that are easier to distribute, use, and promote. We balance between the necessary detail and thoroughness that comprehensive planning demands, and producing readable documents that can serve many audiences and purposes.



Our Approach:



Statement of Qualifications

3. Personnel Qualifications

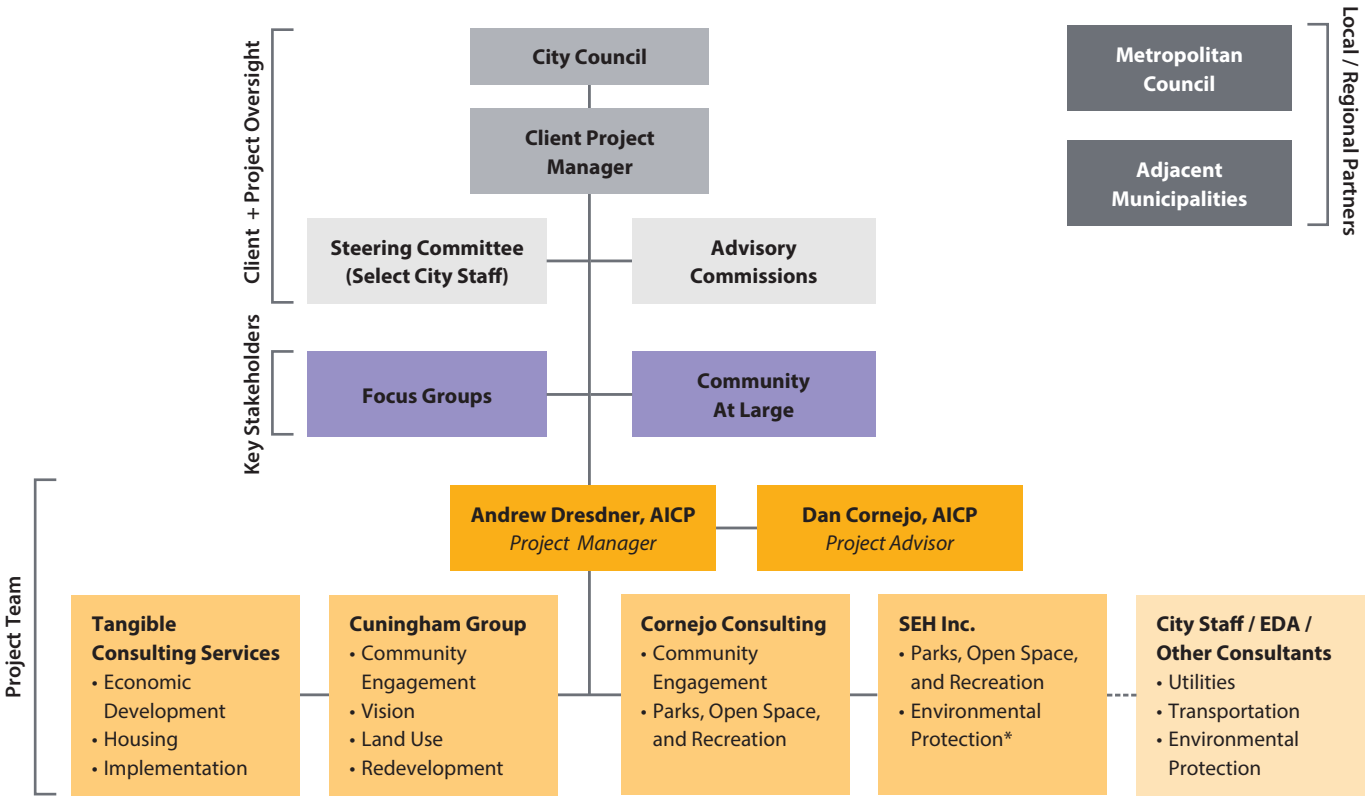
We are pleased to present a team of highly-qualified professionals that brings to this project strong experience in comprehensive planning and municipal planning services.

- **Cunningham Group (CGA)** is known throughout the region for our visionary approach, urban design fluency, graphic capabilities, and engaging and effective community process.
- **Tangible Consulting** is the only firm in the region specializing in market and development intelligence, economic development, and effective implementation strategy.
- **Dan Cornejo** brings a wealth of experience across the Planning spectrum and is one of the few local planning practitioners to have served several cities as Planning Director and Community Development Director.

- **SEH** provides a complete suite of engineering services from their local offices. SEH has also been hired by the City of Roseville to update its Surface Water Management Plan, which will be a component of the Environmental Protection chapter of the Plan.

CGA is the lead firm on the project, responsible for overall project management, community engagement, document production and graphics, as well as key topic areas. Team responsibilities are indicated in the organizational chart below. Specifically, Andrew Dresdner (CGA) manages day-to-day operations of the project and is the primary point of contact. He plays a central role throughout all phases of the project. Chrissy Lee (CGA) is Lead Planner and primary author for the Plan and supports production on all Plan elements.

Team Organization



* SEH has been hired under separate contract to complete the Surface Water Management Plan for the City of Roseville, which will be a component of the Environmental Protection chapter of the Plan.

Team Roles + Expertise

Core members of the Project Team are listed in the table below (noted as primary or secondary) along with their roles and areas of expertise as relates to this project. In addition to the core team members, we are prepared to supplement as needed with back-up staff from SEH who possess broad expertise across the various areas of comprehensive planning. SEH's water resources experts listed below are also under contract with the City of Roseville to update the City's Surface Water Management Plan as part of the overall Plan update. This partnership enables greater coordination and potential efficiencies in the planning and engagement process.

Team Member	Firm	Project Management	Community Engagement	Document + Graphic Production	Land Use + Redevelopment	Housing + Neighborhoods *	Economic Development *	Parks, OS + Recreation	Transportation *	Utilities *	Environmental Protection *	Implementation
Andrew Dresdner, AICP	CGA											
Chrissy Lee, AICP	CGA											
Dan Cornejo, AICP	Cornejo											
Tom Leighton, AICP	Tangible											
Julie Paulsen Mullin	Tangible											
Mike Horn, LA	SEH											
Dave Hutton, PE	SEH											
Ron Leaf, PE	SEH											
Heather Kienitz, PE	SEH											
Deric Deuschle, CWD	SEH											

Primary
Secondary
Back-Up

* We understand technical updates for several chapters of the plan will be conducted by City staff in conjunction with other designated consultants and/or advisory commissions- or will largely reference existing planning documents (e.g. the 2012 Parks System Master Plan). The Project Team is prepared to collaborate with the City and other consultants to ensure that these plan components are integrated smoothly into the overall planning process and the final Plan document.



Andrew Dresdner, AICP

Project Manager / Urban Designer

Andrew has 15 years of experience in urban design and urban planning for both private and public clients. His focus has been to use the design process in a public forum to collaboratively solve urban and neighborhood problems. Andrew is particularly skilled at managing diverse viewpoints to create solutions that add value to both public and private interests.

Prior to joining Cuningham Group Andrew worked with Urban Design Associates as Studio Director, responsible for the studio's design direction and financial performance and for leading large, interdisciplinary teams and sub-consultants through complex and high-profile projects.

Education

Master of Architecture and Master of Urban Planning, University of Wisconsin, Milwaukee

Bachelor of Arts, Macalester College, Saint Paul, Minnesota

Affiliations

Member, American Planning Association

Member, Congress for New Urbanism

Select Project Experience

Robert Street Renaissance Plan Update, West St. Paul, MN
Logan Park Neighborhood Small Area Plan, Minneapolis, MN
South Boulder Road Corridor Plan, Louisville, CO
McCaslin Corridor Small Area Plan, Louisville, CO
Marcy-Holmes Neighborhood Master Plan, Minneapolis, MN
Holland Neighborhood Small Area Plan, Minneapolis, MN
Boulder Junction Form Based Code, Boulder, Colorado
Twin Lakes Regulating Plan and Code, Roseville, MN



Chrissy Lee, AICP

Lead Planner / Urban Planner

Chrissy brings to the work a unique balance of research, communications, and visual skills, bridging between disciplines and delivering clear and user-friendly plans, and innovative and accessible approaches to community engagement. Chrissy has contributed to a range of planning and urban design projects, including comprehensive plans, small area plans, transit station area plans, redevelopment master plans, and zoning and development review.

Chrissy also has several years of experience as an analyst and project manager for the New York City Department of Education; she draws on her diverse background in planning, visual arts, and public policy to provide integrated and people-centered approaches to planning and design.

Education

Master of City Planning, University of Pennsylvania, Philadelphia, Pennsylvania

B.A., Studio Art, Carleton College, Northfield, Minnesota

Affiliations

Member, American Planning Association

Volunteer, Minneapolis Bicycle Coalition

Select Project Experience

Comprehensive Plan, Ironwood, MI *
Comprehensive Plan, Perry, IA*
Comprehensive Plan, Rochester, MN *
Logan Park Neighborhood Small Area Plan, Minneapolis, MN
South Boulder Road Corridor Plan, Louisville, CO
McCaslin Corridor Small Area Plan, Louisville, CO

** Project experience obtained prior to joining Cuningham Group*

**Dan Cornejo, AICP**

Project Advisor

Dan has over 30 years of experience as an innovative community and regional planner in urban, suburban, and rural settings throughout the United States and Canada. He has led and managed multidisciplinary staff and consultants in both the public and private sectors. Recognized as a leader in his profession and his community, Dan has a strong track record of leadership and creative problem-solving, with a focus on community building integrated with place making.

His work recognizes the important interaction between people, their community, their culture, and their environment. He guides clients in finding new ways to use human, natural, and economic resources to create new opportunities. Through his leadership, and in interactions and collaboration with his clients, Dan facilitates analysis and problem-solving, strategic thinking, and effective plan-making to produce commitment and follow-through.

Education

MA in Community and Regional Planning, Univ. of British Columbia, Canada

BA in Sociology, Jamestown College, ND

Affiliations

American Planning Association

Urban Land Institute

Congress for New Urbanism

National Trust for Historic Preservation

Lambda Alpha Land Economics Society

Select Project Experience

Saint Paul Comprehensive Plan, Saint Paul, MN

Edina Comprehensive Plan 2008 Update, Edina, MN

Robbinsdale Comprehensive Plan, Robbinsdale, MN

Summit Hill Grand Avenue Neighborhood Plan, St. Paul, MN



Thomas Leighton, AICP

Urban Planner / Implementation Specialist

Tom offers broad-ranging expertise in urban planning and analytical depth in market feasibility and development finance. He facilitates planning processes from beginning to end—or plays a more focused role relative to development economics and implementation strategy. In either case, the core focus is on supporting cities in being both clear-eyed and empowered through the creation of smart plans.

Prior to founding Tangible, Tom worked as Principal Planner for the City of Minneapolis for 15 years, functioning as a lead planner and project manager for a broad range of transformative planning and community development initiatives. He has conducted development reviews for scores of development projects as well as rezoning studies and zoning code modifications. Tom’s experience includes highly creative public engagement strategies, including the co-development of the award winning and widely used Corridor Development Initiative process.

Education

MDesS, Real Estate, Harvard University, 2013

MA, Public Affairs, University of MN Humphrey School, 1996

BA, Natural Science, St John’s U, 1982

Affiliations

American Planning Association

Select Project Experience

Burnsville comprehensive Plan, Burnsville, MN
 Woodbury Comprehensive Plan, Woodbury, MN
 Cottage Grove Comprehensive Plan, Cottage Grove, MN
 The Minneapolis Plan for Sustainable Growth, Minneapolis, MN
 Madison Downtown Retail Vitality Study, Madison, WI
 Southeast Como Neighborhood Housing Strategy, Minneapolis, MN
 West Broadway Transit Study, Minneapolis, Robbinsdale, Golden Valley, MN
 Marcy Holmes Housing Strategy, Minneapolis, MN



Julia Paulsen Mullin

Urban Planner / Implementation Specialist

Ms. Paulsen is a city planner with 15 years of experience in community planning and development, public decision-making around complex issues, project implementation and community leadership. Prior to working at Tangible, she worked as a City Planner and Assistant to the City Coordinator for the City of Minneapolis for 10 years, where she worked with community organizations throughout the City to plan and implement their neighborhood revitalization plans. She created effective citizen engagement events for the Minneapolis comprehensive plan, assisting in facilitating resolution of controversial zoning issues, and led staff teams to design a second phase of neighborhood planning which balanced neighborhood priority setting with city budget realities.

Education

Master Science Urban and Regional Planning, University of Wisconsin-Madison

Bachelor of Architecture History, Vassar College, Poughkeepsie, New York

Select Project Experience

Cottage Grove Comprehensive Plan, Cottage Grove, MN
 Madison Downtown Retail Vitality Study, Madison, WI
 Eden Prairie Design Standards, Eden Prairie, MN
 Southeast Como Housing Strategy, Minneapolis, MN
 Oxford Street Redevelopment Plan, Worthington, MN



Mike Horn, LA

Project Landscape Architect

Mr. Horn has wide-ranging experience in the management of rural, urban and regional planning projects where ideation and creativity is the foundation of his approach. Mike is a senior project manager, respected industry leader and technical specialist in the areas of landscape architecture and planning. He specializes in park assessments and development, ADA and universal design, snowmaking applications, play area development and boat/fishing access. Mike has extensive knowledge of trail design from mountain hiking trails and cross-county ski trails to paved multi-use trails.

Education

Bachelor of Science, Horticulture
(Landscape Design Option)
Montana State University-Bozeman

Affiliations

American Society of Landscape
Architects (ASLA), Member

Select Project Experience

Arden Neighborhood A - Utility and Street Replacement, Edina, MN
West 54th Street Reconstruction, Edina, MN
Grand Round North Loop, St. Paul, MN
Braemar Golf Course NPDES Inspections, Edina, MN
Winter Recreation Area at Braemar Park, Edina, MN
Elm Creek Park Reserve Winter Recreation Area Snowmaking and Chalet (TRPD),
Maple Grove, MN*
Silverwood Park, Special Recreation Feature (TRPD), St. Anthony, MN*

** Project experience obtained prior to joining SEH*



Dave Hutton, PE

Project Engineer

Mr. Hutton is a senior professional engineer with extensive experience providing civil engineering support to municipal clients. David is a proven leader and project manager specializing in engineering, streets, utilities, water and wastewater, parks and equipment. His responsibilities include providing project management services to the SEH trenchless solution program, along with overall project and client management services for municipal clients in the areas of design, feasibility reports, funding, and construction on a wide range of municipal projects.

Education

Bachelor of Science, Civil Engineering
University of Wisconsin-Madison

Affiliations

City Engineers Association of
Minnesota (CEAM) Member
American Public Works Association
(APWA) Minnesota chapter

Select Project Experience

Potable Water System Rehabilitation Project, Burnsville, MN
Water Main Pipe Condition Assessment, Edina, MN
Water Main Pipe Condition Assessment, Brooklyn Park, MN
River to River Greenway Robert Street Pedestrian Crossing Feasibility Study, West
Saint Paul, MN
Robert Street, West St. Paul, MN*
Nicollet Mall Reconstruction, Minneapolis, MN*
Minneapolis Infrastructure Needs Assessment, Minneapolis, MN*
Ridgedale Mall Watermain Improvements, Minnetonka, MN*
TH 7 Trunk Water Main improvements, Minnetrista, MN*

** Project experience obtained prior to joining SEH*

Statement of Qualifications

RCA Exhibit C



Heather Kienitz, PE
Multimodal Transportation Planner

Select Project Experience

Snelling Avenue Multimodal Transportation Plan (MnDOT), St. Paul, MN
Downtown Austin Master Plan Update, Austin, MN
Comprehensive Plan Update, Austin, MN
West Lake Multimodal Transportation Study, Minneapolis, MN
Grand Round North Loop, Minneapolis, MN
Downtown Bicycle Loop, Saint Paul, MN

Education

Bachelor of Science
Civil Engineering
University of Minnesota-Minneapolis



Deric Deuschle, CWD
Scientist/Aquatic Ecologist - Wetlands Planning

Select Project Experience

Burnsville Wetland Management Plan, Burnsville, MN
Freeway Landfill Wetland Delineations, Burnsville, MN
Comprehensive Wetland Management Plan, Chanhassen, MN
Southwest Area Commercial Development, New Prague, MN
Normandale Neighborhood Wetland Delineation, Edina, MN
Mounds View Wetland Inventory, Mounds View, MN
Downtown Master Plan, Long Lake, MN
Natural Resource Management Plan, Golden Valley, MN

Education

Master of Science, Biology
University of Wisconsin-La Crosse

Bachelor of Science, Biology
Winona State University



Ron Leaf, PE
Water Resources Engineer

Select Project Experience

Surface Water Management Plans for Roseville, MN, Maplewood, MN, Shoreview, MN, Oakdale, MN, Chanhassen, MN, Vadnais Heights, MN, Burnsville, MN, Arden Hills, MN, and Long Lake, MN
Blake Area Stormwater and Park Concept Master Plan, Hopkins, MN
Downtown Redevelopment Stormwater Improvements, Long Lake, MN
St. Paul Campus Hydraulic Analysis (University of Minnesota), St. Paul, MN
Marquette and 2nd Ave. Transitway-Stormwater Run-off, Minneapolis, MN

Education

Master of Science, Agricultural Engineering, Minor: Civil Engineering
University of Minnesota-Minneapolis

Bachelor of Science, Agricultural Engineering
University of Minnesota-Minneapolis

4. References

Cunningham Group References

City of Minneapolis
Several Neighborhood Plans
Haila Maize
Long Range Planning Principal Planner
612.673.2098
haila.maze@minneapolismn.gov

City of Ironwood
Ironwood Comprehensive Plan
Michael Brown
Community Development Director
906.932.5050 ext. 126
brownm@cityofironwood.org

City of West Saint Paul
Robert Street Renaissance Plan
Ben Boike
Senior Planner
651.552.4140 ext. 126
Bboike@wspmn.gov

Cornejo Consulting References

City of Edina
2030 Comprehensive Plan
Cary Teague
Community Development Director
952.826.0406
cteague@edinamn.gov

City of Robbinsdale
Robbinsdale Comprehensive Plan
Marcia Glick
City Manager
763.531.1258
mglick@ci.robbinsdale.mn.us

City of Roseville
Parks Master Plan
Lonnie Brooks
Director of Parks and recreation
651.792.7101
lonnie.brooks@cityofroseville.com

Tangible References

Hennepin County
Penn Avenue Corridor Vision and Implementation Framework
Patricia Fitzgerald
Manager, Economic and Community Development
612.543.0864
patricia.l.fitzgerald@hennepin.us

City of Minneapolis
The Minneapolis Plan for Sustainable Growth
Barb Sporlein
Deputy Commissioner, Minnesota Housing
570.372.8640
barb.sporlein@state.mn.us

SE Como Improvement Association
Southeast Como Housing Strategy
Katie Fournier
Housing Committee Chair
612.331.5615
kandrffournier@msn.com

SEH References

City of Burnsville
Burnsville Comprehensive Plan
Steve Albrecht, PE
Public Works Director
952.895.4534
steve.albrecht@burnsvillemn.gov

City of Austin
Austin Comprehensive Plan
Steven Lang, PE
City Engineer
507.437.9950
slang@ci.austin.mn.us

List of Previous / Current Services with the City of Roseville and other Public Entities

- Twin Lakes Regulating Plan and Code (Cunningham Group)
- Roseville Stormwater Plan (SEH)
- Parks and Open Space Master Plan (Cornejo Consulting)
- Pedestrian and Bicycle Study (SEH for Roseville Visitors Association)

Cunningham Group has provided a variety of services to the Roseville School District ranging from renovations and additions to the High School to small projects such as improvements to fire suppression systems and bathroom renovations.

SEH has provided a series of services to MNDOT and the City of Roseville for transportation and engineering related Services.

Neither Cunningham Group, Cornejo Consulting, or Tangible consulting is currently under contract with the The City of Roseville or the School District.

SEH is currently under contract with the City of Roseville to complete the Surface Water Management Plan.

List of Previous / Current Private Clients within Roseville

Cunningham Group has performed architectural services for the following churches in Roseville:

- St. Christophers Episcopal Church
- Prince of Peace Lutheran Church
- St. Andrews Church

Cunningham Group is not currently under contract with any private clients in Roseville.

Neither Cunningham Group, Tangible, or Cornejo Consulting is currently under contract with private clients in Roseville.

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1. Proposed Work Plan and Tasks

Our approach to the Roseville 2040 Comprehensive Plan update is designed to:

- Provide appropriate attention to the required subject areas of the Plan
- Ensure emerging topics not required by Met Council are adequately addressed
- Facilitate a robust and engaging community process
- Produce a usable and implementation-oriented Plan
- Enable the City of Roseville to get more from the Plan and process

We propose a 15-month process that moves from initial project kick-off in November 2016 to Plan completion by January 2018. This timeline maintains momentum and regularity in the planning and engagement process and allows adequate time for review by adjacent municipalities and submission to Met Council before the 2018 deadline. The following work plan responds to requirements outlined in the RFP and observes Met Council requirements for comprehensive planning.

Various community engagement tasks are noted throughout the work plan. At the outset of the project, we work with City staff (in consultation with relevant advisory commissions such as the Community Engagement Commission) to develop a detailed community engagement plan that specifies steps and strategies, as well as key stakeholder groups and engagement partners. The engagement tasks outlined in this proposal are a jumping off point for further refinement with the City.

In addition to the community engagement activities noted in the work plan, the Project Team holds regular check-in meetings every other week (either in-person or by phone/video conference) with the core Client group. A Steering Committee comprised of select City staff will serve as the primary advisory body for the development of the Plan and process and will meet on a roughly bi-monthly basis throughout the process. We have also noted in the work plan, several interim “checkpoints” with Metropolitan Council and adjacent municipalities to provide for appropriate coordination and alignment of Plan development with outside agencies.

Getting More...

Our approach seeks to enable the City of Roseville to get more from its Comprehensive Plan. The following work plan includes a base package of services that will enable the City to meet the minimum requirements for compliance with Met Council regulations and to review and refresh the core elements of its 2030 Comprehensive Plan. In addition to these basic services, we have included a range of value added services aimed at maximizing the impact and utility of the Plan and the planning process based on the expressed needs of the client and community. Within the work plan, tasks that are part of this value added package are noted with the words **GET MORE+++**. These tasks relate to various aspects of the planning process, including community engagement and communications, visioning, land use and redevelopment, implementation, and plan production and deliverables. Value added tasks are included as part of the overall project budget. If selected, we work with the client to refine the work plan and can adjust and refocus these elements as desired to fit the needs of the project.

Proposed 15-Month Process:



Phase 1: Project Kick Off

1.1 Community Engagement Plan

As a first step, we work with the Client to develop a Community Engagement Plan. This Plan outlines various community engagement tasks and events, key channels for communication (online, print, etc.) as well as the roles and responsibilities of the Project Team and the Client. The Community Engagement Plan identifies stakeholders and schedule and format of interaction, including use of online surveys and engagement tools as appropriate.

1.2 Data Collection

We familiarize ourselves with the community and current challenges and opportunities by reviewing data supplied to us by the Client, including recent plans, studies, and developments and improvements impacting the area. We use the available GIS information and other data sources to build a series of base maps for use throughout the process. We have an initial project coordination call with the Client to organize information and to ensure we are all working from the same data.

1.3 Internal Kick Off

We propose a day-long series of meetings with City staff to kick off the process. The purpose of these meetings is to provide an overview of the planning process and community engagement strategy and to discuss staff goals and priorities for the Plan. The day includes:

- Meeting with core Client group (the City's project manager and key planning and community development staff)
- Meetings with other City staff and department heads
- Site tour with City Staff
- Meeting with Steering Committee (As noted in the RFP, a Steering Committee comprised of select City staff will serve as the primary advisory body for the development of the Plan and process).

The Client is responsible for inviting participants, scheduling, and securing space for these and subsequent meetings.

1.4 Initial Project Team Coordination

The Project Team, including core consultants from Cuningham Group, Cornejo Consulting, Tangible Consulting Services, and SEH as well as City Staff and other consultants working on technical updates to the Plan, convenes for an initial coordination meeting. This may occur on the same day as the internal kick-off meetings as scheduling permits. The purpose of this meeting is to orient all team members to the project schedule, work plan, and engagement plan to ensure coordination between all parties around deadlines, deliverables, and engagement activities. These meetings continue on a monthly basis for the duration of the project (in-person or by phone/video conference).

PHASE 1 SUMMARY

Deliverables:

- Community Engagement Plan
- Meeting materials, agendas, and summaries
- Project Website
- Project Branding
- Comp Plan Kick Off Video

Meetings / Events:

- Internal Kick Off Meetings
- Steering Committee
- Initial Project Team Coordination
- City Council Work Session

1.5 Community Engagement Tasks

The Project Kick Off phase is an opportunity to generate early interest around the comprehensive planning process. The following engagement tasks are proposed for Phase 1:

1.5(a) Meeting with Community Engagement Commission The purpose of this meeting is to review the proposed community engagement plan and solicit feedback on the overall process and specific strategies for engagement.

1.5(b) City Council Work Session The purpose of this meeting is to provide an overview of the planning process and engagement plan and to discuss Council goals and priorities for the Plan. This meeting (and subsequent work sessions) may be a combined City Council/Planning Commission meeting to be determined in consultation with staff. This meeting may also occur on the same day as the internal kick-off meetings as scheduling permits.

GET MORE+++ 1.5(c) Project Website We propose the creation of a project website to be updated regularly over the course of the planning process. This includes a dynamic website that can be hosted and maintained by the Project Team and serve as a portal for additional community engagement and communications around the Plan. This website may include interactive features such as surveys, discussion forums, and collaborative maps. The website can also be passed on to the Client at the end of the project as a way to memorialize the planning process and showcase key ideas and outcomes from the Plan.

At a minimum, we encourage the City to establish a project page within its existing website to post updates and information about community engagement activities.

GET MORE+++ 1.5(d) Project Branding We work with the Client to develop a customized visual brand (logo, custom palette, etc.) for the Comprehensive Plan and planning process. This branding can be used on project materials, project website, and other communications as a way of elevating the importance of the Plan and raising public awareness of the process.

GET MORE+++ 1.5(e) Comp Plan Kick Off Video We produce a short video that can be posted to the project website that provides the public with an introduction to the 2040 Comprehensive Plan update process. The video is intended to generate early interest in the planning process and provide basic information about schedule, scope, and how community members can get involved.

1.6 Adjacent Municipality Outreach

Roseville has the unique condition of being surrounded by ten separate municipalities. During this task we will reach out (via email or in-person) to these communities to understand the shared issues and opportunities.

Phase 2: Understanding Existing Conditions

Task 2.1 Roseville Community Snapshot

This task involves analysis of existing conditions, trends, and changing dynamics in Roseville. We draw on data provided by the City and Met Council, recent plans, as well as input collected through Phase 1 community engagement to assemble the “Roseville Snapshot 2016,” a point-in-time snapshot of local conditions, issues, and opportunities. This document provides baseline understandings for the project team and informs the content of the Comprehensive Plan. The Snapshot may also be included as an appendix to the final Plan. The Snapshot addresses existing conditions across a range of community attributes. Topics may include:

- Demographics
- Regional Context
- Land Use
- Transportation
- Water Resources
- Parks, Open Space, and Recreation
- Housing
- Resilience
- Economic Competitiveness

Task 2.2 2030 Plan Audit

Concurrent with our existing conditions analysis, we conduct an audit of Roseville’s 2030 Comprehensive Plan. The audit uses the Met Council’s checklist of Comprehensive Plan requirements and Roseville’s Systems Statement to develop a chapter-by-chapter “to do” list of required updates for the Plan. The audit also includes recommendations for the organization of the Plan document and other updates and additions that may improve the usability, clarity, and timeliness of the Plan. As several chapters of the Plan are being updated by City staff or other consultants, we work closely with all parties involved to prepare the audit and integrate relevant recommendations for the Transportation, Utilities, Environmental Protection, Economic Development, and Housing chapters of the plan.

The audit is shared with Met Council through Roseville’s sector representative as an interim checkpoint to ensure our evaluation aligns with Met Council requirements. The audit also flags any potential interjurisdictional issues requiring consultation or coordination with adjacent municipalities or local agencies so that appropriate contact and communications can be initiated at that time.

The audit will also include a discussion about how the Plan can include other planning elements such as Public Safety, Resilience, and Thrive MSP 2040 Outcomes

PHASE 2 SUMMARY

Deliverables:

- Memorandum: Roseville Community Snapshot
- Memorandum: 2030 Plan Audit
- Meeting materials, agendas, and summaries

Meetings / Events:

- Steering Committee
- Focus Groups (up to 6)

Task 2.3 Steering Committee

The intent of this Steering Committee meeting is to share initial existing conditions analysis and findings, and solicit feedback from the group.

Task 2.3 Community Engagement Tasks

Community engagement in the Existing Conditions phase solicits supplemental input from the community on key issues and opportunities. The recently completed 2016 Community Survey provides a foundation for our engagement efforts and will be integrated into outreach materials and presentations. The following engagement tasks are proposed for Phase 2:

2.3(a) Focus Groups To round out our existing conditions analysis, we facilitate a series of focus groups (no more than 6) that bring together targeted constituents for small group discussions. The purpose of these focus groups is to provide an introduction to the comprehensive planning process, present initial existing conditions analysis, and to ask for input on key topics related to the Plan.

During these meetings we do more listening than talking. Focus group input helps to inform our existing conditions analysis and goals and priorities of the planning process. The Client is responsible for inviting participants, scheduling, and securing space for these meetings. Focus groups participants will be selected in consultation with the Client and may include:

- Residents (owners and renters) and neighborhood groups
- Businesses and property owners
- Select City commissions (e.g. EDA, CEC)
- Institutions, nonprofits, and social service providers
- Growing and/or under-represented populations (e.g. Karen and Somali residents)*

* Translation services may be needed to support targeted outreach efforts. These services are included in the fee for this proposal as part of contingency costs.

Phase 3: Visioning

Task 3.1 Community Engagement Tasks

A comprehensive plan should state a clear and coherent vision for the future of the community. This planning process is an opportunity for the City of Roseville to revisit the community vision adopted in 2007 following the Imagine Roseville 2025 process. This phase of the process focuses on revisiting the existing vision statement to evaluate if it is still relevant and reflective of community needs and aspirations. This phase involves a series of community engagement tasks that may lead to possible refinements or rewriting of the community vision statement. The following engagement tasks are proposed for Phase 3:

3.1(a) Public Workshop: Vision, Goals, and Priorities The intent of this public workshop is to provide participants with background on the planning process and to share existing conditions analysis and findings. The workshop will also include a guided activity that will solicit feedback and input from participants regarding the community's vision, goals, and priorities. The aim of this workshop is to evaluate the City's 2007 vision statement and identify areas of continued consensus, disagreement, gaps, or other issues and opportunities that should be addressed in the updated Plan. The Project Team prepares presentation materials and handouts for this event. The Client is responsible for inviting participants, scheduling, and securing space for this and subsequent public workshops.

GET MORE+++ 3.1(b) Meeting in a Box The Project Team assembles a "Meeting in a Box"- a portable toolkit of presentation materials, facilitation instructions, and engagement activities similar to those conducted at the public workshop. The purpose of these Meeting in a Box toolkits is to provide all of the resources for an individual or group to facilitate their own meeting with friends and neighbors and enable greater participation and input from those unable to attend the public workshop.

These toolkits can be utilized in a variety of ways: Staff may choose to take them out to conduct meetings with targeted sub-groups; individuals may download these materials from the project website and conduct a meeting on their own with friends and neighbors; and a web-based version of the tool can be created to enable stakeholders to participate on an individual basis. The Project Team and City staff will support dissemination of these toolkits and share responsibility for collecting, reviewing, and analyzing results.

Get More+++ 3.1(c) Visioning Video We produce a short video that can be posted to the project website that provides the public with an overview of the City's existing vision statement and encourages community members to provide input and ideas through the project website or the Meeting in a Box activity.

3.1(d) Summary of Early Community Engagement (Phases 1 + 2) The Project Team will compile the results of various engagement activities from phases 1 and 2 into a memorandum, including an analysis of salient findings.

PHASE 3 SUMMARY

Deliverables:

- Draft Vision and Guiding Principles
- Meeting materials, agendas, and summaries
- Visioning Video
- Meeting in a Box
- Summary of Early Community Engagement (Phases 1 + 2)

Meetings / Events:

- Steering Committee
- Public Workshop

Task 3.2 Steering Committee

The purpose of this Steering Committee meeting will be to review input received through the Meeting in a Box tool and other early engagement activities and to discuss potential changes to the vision statement. Depending on the degree of update needed, this meeting may include general discussion of text changes, or a more in-depth brainstorming exercise to develop a new language for the vision statement.

Task 3.3 Draft Vision and Guiding Principles

The Project Team drafts/revises the community vision statement, integrating input and ideas from the various engagement activities described above. The draft vision statement is shared and further refined in subsequent phases of the planning process.

Phase 4: Exploring New Ideas

Task 4.1 Team Work Session

The Project Team and core Client group (including City staff and other consultants involved in technical updates to the Plan) convene in Minneapolis for a full-day work session at Cunningham Group's offices where we discuss and develop initial goals, policies, strategies, and physical frameworks for the Comprehensive plan. This work session is an opportunity to evaluate and refine components of the 2030 Plan and to recommend new content that responds to key issues and opportunities surfaced in prior phases of work. This work session attempts to cover the full-range of topics addressed in the Comprehensive Plan, but focuses on priority areas and new content (to be determined in consultation with the Client). The Project Team may prepare a variety of materials in advance of this meeting, including maps and diagrams, draft policies and strategies, and case studies and precedents.

Get More+++ 4.1(a) Explore Neighborhood or Small Area Planning During this work session, we can identify and explore areas for further small area planning. This may focus on geographies defined by the City's existing planning districts or can focus on newly defined geographies, redevelopment sites, or neighborhoods. The intent of this exercise would not be to complete fully-developed small area plans, but to identify redevelopment or planning priority areas within the City, and to brainstorm land use, urban design, transportation, and other concepts and strategies that can lay the groundwork for future planning. Depending on the scope of these investigations (to be determined in consultation with the Client), the Project Team may advise extending the work session by an additional day.

Get More+++ 4.1(b) Explore Formatting for Maximum Usability While the City may ultimately opt to retain the same chapter and topic structure as the 2030 Plan, the Project Team can explore, in consultation with the Client, alternative formats or organization. The intent of reorganizing the Plan would be to make the document more usable and accessible for a broader range of users beyond

PHASE 4 SUMMARY

Deliverables:

- Draft Technical Memos
- Draft Plan Outline
- Meeting in a Box
- Meeting materials, agendas, and summaries

Meetings / Events:

- Team Work Session
- Steering Committee
- Council Work Session
- Public Workshop

planning and community development staff. For example, an alternative format might include thematic organization of chapters rather than organization by functional area (i.e. Land Use, Housing, Transportation, Utilities, etc.). Other adjustment might include restructuring content within the plan to maintain consistent structure across each of the Plan chapters and moving content to appendices to keep the body of Plan lighter and more accessible for general users. Following the work session, we prepare a draft outline and additional recommendations for maximizing Plan format and usability.

Task 4.2 Draft Technical Memoranda

Following the work session, the Project Team prepares a series of technical memoranda that address key chapters within the Plan and focus on major content changes and additions. This may include topics such as Land Use, Redevelopment, Housing, Neighborhoods, and Economic Development. Similar memoranda may be developed for the Transportation, Utilities, Parks, Open Space, and Recreation, and Environmental Protection chapters of the Plan with support from City staff and other consultants working on those technical updates.

These technical memoranda include mapping and analysis, as well as a draft goals, policies, and strategies that comply with the Met Council's minimum requirements for comprehensive planning. The team work session informs the content of the draft technical memoranda. These technical memoranda will ultimately be integrated or summarized in the final Comprehensive Plan and may be included as appendices to the Plan.

Task 4.3 Steering Committee

The intent of this Steering Committee meeting is to solicit feedback from the group on potential plan content and new ideas, and to vet our approach for the upcoming public workshop (see 4.4(b)). Feedback from the Steering Committee helps to refine ideas in advance of the public workshop.

Task 4.4 Community Engagement Tasks

4.4(1) City Council Work Session The intent of this Council Work Session is to solicit feedback from the group on potential Plan content and new ideas. Feedback from the City Council helps to refine ideas in advance of the public workshop.

4.4(b) Public Workshop: Idea Exploration The intent of this public workshop is to solicit feedback from the general public on potential plan content and new ideas. The Project Team prepares presentation materials and handouts for this event.

GET MORE+++ 4.4(c) Meeting in a Box The Project Team assembles a Meeting in a Box that translates the content and activities from the public workshop. A web-based version of the tool can also be created. The Project Team and City staff will support dissemination of these toolkits and share responsibility for collecting, reviewing, and analyzing results.

Phase 5: Draft Plan

During this phase, the Project Team drafts content for the Comprehensive Plan, building on products from prior phases of work such as the technical memoranda developed in phase 4. We propose a process that allows the Steering Committee and City Council to provide interim feedback on draft chapters of the Plan as they are developed, working towards a public meeting where the full draft Plan will be shared for public review.

Task 5.1 Draft Chapters - Delivery One

The Project Team proposes two interim deadlines for delivery of draft chapters of the Plan for review by the Steering Committee and City Council. The first delivery will include chapters and appendices addressing key physical components of the Plan: Land Use and Transportation. The Project Team packages these chapters with other content (to be determined), comprising roughly half of the overall Plan. These materials may be further revised pursuant to staff/other feedback.

Task 5.2 Draft Chapters - Delivery Two

The second delivery of draft content includes all remaining chapters and appendices. This material is made available for review by the Steering Committee and City Council and may be further revised pursuant to staff/other feedback.

Task 5.3 Metropolitan Council Checkpoint

Upon completion of the full draft Plan and appendices, we share these documents with the Met Council via the City's sector representative as an interim checkpoint to provide for alignment with Met Council requirements.

Task 5.4 Steering Committee

5.4(a) Steering Committee (Delivery One) The intent of this Steering Committee meeting is to seek feedback from the group on the first delivery of draft Plan chapters. The Project Team makes chapters available to the group in advance of this meeting and prepares additional presentation and meeting materials as needed.

5.4(b) Steering Committee (Delivery Two) The intent of this Steering Committee meeting is to seek feedback from the group on the second delivery of draft Plan chapters. The Project Team makes chapters available to the group in advance of this meeting and prepares additional presentation and meeting materials as needed.

Task 5.5 Community Engagement Tasks

5.5(a) Council Work Session (Delivery One) The intent of this Council Work Session is to seek feedback from the group on the first delivery of draft Plan chapters. The Project Team makes chapters available to group in advance of this meeting and prepares additional presentation and meeting materials as needed.

PHASE 5 SUMMARY

Deliverables:

- Draft Comprehensive Plan
- Draft Appendices:
 - (1) Roseville Community Snapshot
 - (2) Technical Memoranda
- Meeting materials, agendas, and summaries
- Draft Plan Release Video

Meetings / Events:

- Steering Committee (2)
- Council Work Session (2)
- Public Workshop
- Online Engagement

EXAMPLE CONTENT FOR DRAFT DELIVERABLES:

Draft Chapters - Delivery One:

- Introduction
- Vision
- Community Context
- Land Use
- Transportation
- Housing and Neighborhoods
- Related Appendices

Draft Chapters - Delivery Two:

- Economic Development and Redevelopment
- Environmental Protection
- Parks, Open Space, and Recreation
- Utilities
- Implementation
- Related Appendices

NOTE: The exact contents of each delivery is subject to change, and will be determined in consultation with the Client based on the ultimate document structure and Plan content.

5.5(b) Council Work Session (Delivery Two) The intent of this Steering Committee meeting is to seek feedback from the group on the second delivery of draft Plan chapters. The Project Team makes chapters available to group in advance of this meeting and prepares additional presentation and meeting materials as needed.

5.5(c) Public Open House This open house-style meeting provides an opportunity for the general public to review and provide feedback on the draft Plan. Exact meeting format is determined in consultation with the Client. The Project Team also makes the full draft Plan and appendices available for public review via the project website at the time of, or shortly after the open house.

Get More+++ 5.5(d) Online Engagement An online survey or other engagement tool may be employed in this phase to allow for broader feedback on the draft Plan. The full content of the draft Plan will also be posted to the project website at this time. A paper version of this online tool can also be made available.

Get More+++ 5.5(e) Draft Plan Release Video We produce a short video that can be posted to the project website that provides the public with an overview of the draft Plan. The video highlights key content from the Plan and encourages community members to provide input and ideas through the project website.

Phase 6: Final Plan

Task 6.1 Public Review and Plan Revisions

Upon posting the draft Plan to the project website, we allow for a period of public review and comment. Based on feedback from the Phase 5 public meeting, public comments, and Client, Steering, and Council input, the Project Team makes final revisions to the Comprehensive Plan and appendices in preparation for final approvals.

Task 6.2 Steering Committee

The intent of this Steering Committee meeting is to review public comments on the draft Plan and potential revisions to be made prior to final approvals.

Task 6.3 Public Approvals - PC and CC

The Project Team is available to assist as needed with presentation of the final Plan for approval by Planning Commission and City Council. Assistance may include preparation of presentation materials and participation in Council and Planning Commission meetings.

Task 6.4 Community Engagement Tasks

Get More+++ 6.4(a) Comp Plan Celebration Event We encourage our Clients to host a public celebration as a culminating event upon approval of the final Plan. The purpose of this event is to celebrate and acknowledge the collective effort and energy that goes into creating the Plan, and to highlight key aspirations, visions,

PHASE 6 SUMMARY

Deliverables:

- Final Comprehensive Plan
- Final Appendices:
 - (1) Roseville Community Snapshot
 - (2) Technical Memoranda
- Meeting materials
- Additional Plan Deliverables (TBD)

Meetings / Events:

- Steering Committee
- Planning Commission Meeting
- City Council Meeting
- Plan Celebration Event

and strategies set forth in the Plan. The event should include City Staff, elected officials, and members of the Project Team, and should be widely advertised and accessible to the general public. The Project Team can provide presentation materials and handouts for the event and participate in presentation as appropriate.

Get More+++ Task 6.5 Additional Comp Plan Deliverables

Upon City approval of the 2040 Comprehensive Plan, we work with the City to develop additional materials (print and/or digital) that translate the Plan into other formats and media. This may include:

- **2040 Comprehensive Plan Website:** The final Plan content is translated into an interactive and visually engaging website that summarizes key content from the Plan and links to resources and updates.
- **Plan-on-a-Page Poster:** Key concepts from the Plan are summarized on a single poster that can be displayed at City Hall and within local businesses and institutions.
- **Brochures/Pamphlets:** Individual topics or chapters from the Plan are summarized in brief handouts that can be easily distributed to prospective residents, businesses, and developers to market the City of Roseville and its vision for the future development of the community.

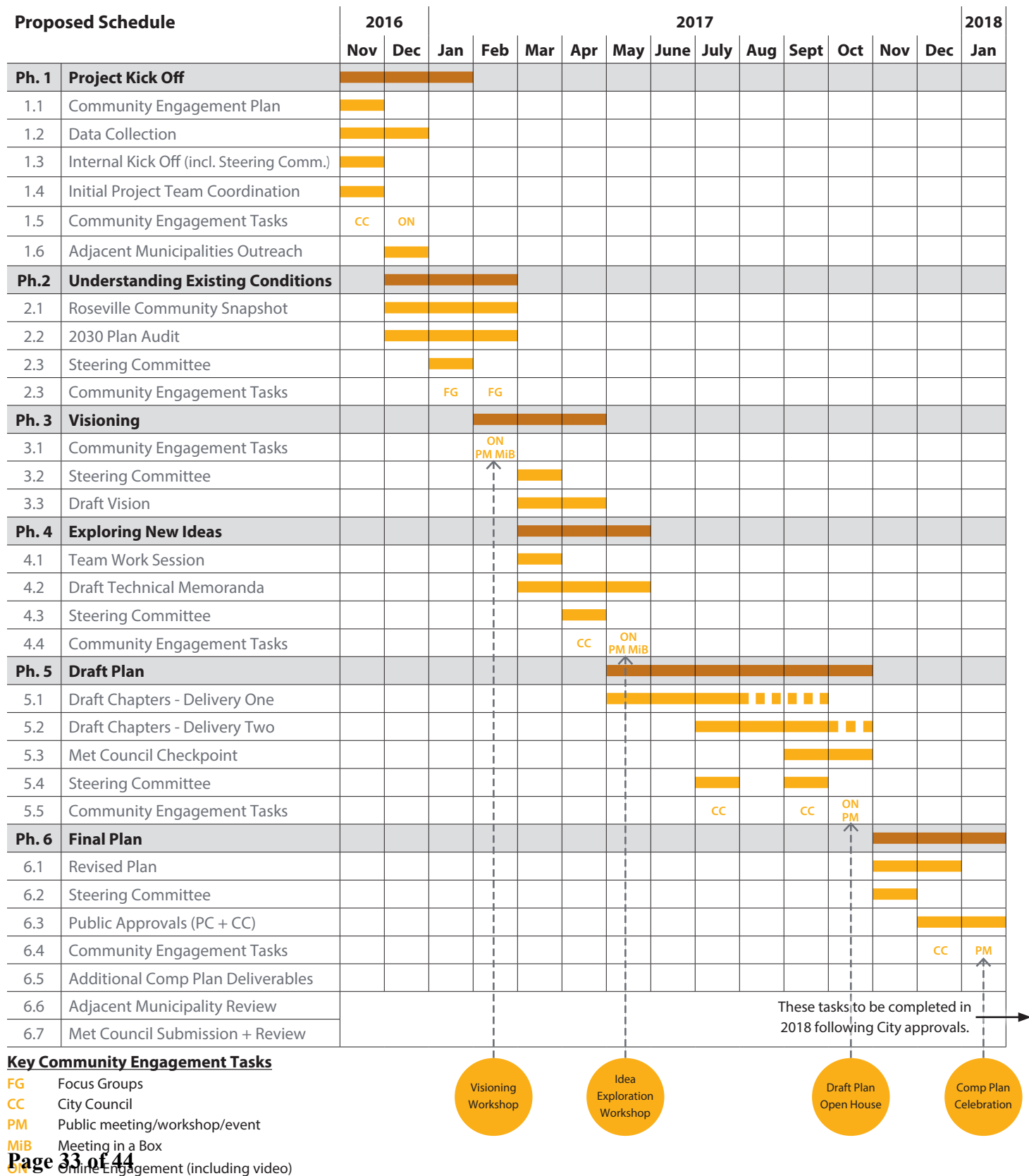
Task 6.6 Adjacent Municipality Review

Upon City approval of the Comprehensive Plan, the Project Team assists the City with the review process for adjacent municipalities. This may include assistance with communications and presentation materials as needed.

Task 6.7 Metropolitan Council Submission and Review

Upon successful completion of the adjacent municipality review period, the Project Team assists the City with submission of the updated Comprehensive Plan for Met Council review. This may include assistance with submission materials and additional Plan revision as required by Met Council, as well as ongoing communication with the Client, the City's sector representative, or other Met Council staff.

2. Schedule



3. Additional Information

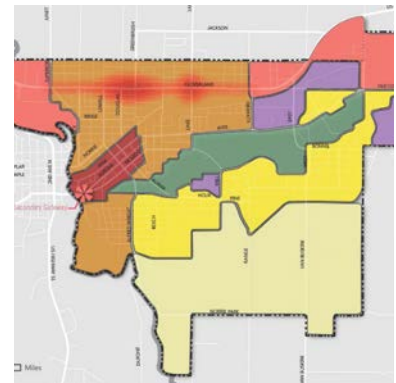
A. Project Samples

Our Team brings a wealth of cumulative experience leading and supporting comprehensive planning for communities across the Midwest and in the Twin Cities metropolitan area. Our projects includes a range of small town, suburban, and urban contexts, and demonstrate substantive experience in developing plan content across the full breadth of planning issues addressed in a comprehensive plan.

Ironwood Comprehensive Plan*

Ironwood, Michigan

A former mining town located in the heart of “big snow” country on Michigan’s Upper Peninsula, the City of Ironwood faces unique challenges related to changing demographics, aging infrastructure, and transition from a historically industrial base to outdoor recreation and other emerging industries. The City hired consultants to manage a full update of its Comprehensive Plan, including an extensive community engagement process. Chrissy Lee of Cuningham Group was one of the primary authors of the Plan, contributing to land use, economic development, housing, and implementation strategies. Chrissy also supported community engagement efforts and coordination with City staff.



Michigan APA Daniel Burnham Award
for a Comprehensive Plan, 2015

Perry Comprehensive Plan*

Perry, Iowa

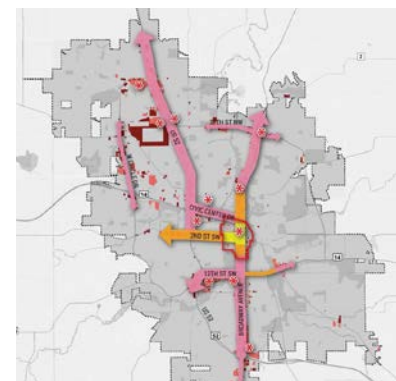
Located 45 minutes northwest of Des Moines, Perry embodies many of the great qualities of small town Iowa- a historic downtown, close-knit community, agricultural ties, and quality and affordable housing stock- all within a short distance of a major metropolitan center. In 2013, the community hired consultants to manage a full update of its Comprehensive Plan. Chrissy Lee of Cuningham Group contributed to housing and economic development policy plans and strategies, and supported community engagement, including a multi-day work session with focus groups, a visioning workshop, and youth engagement.



Rochester Comprehensive Plan*

Rochester, Minnesota

On the heels of completing its development plan for the Destination Medical Center (DMC), a multi-billion dollar public and private investment strategy, the City of Rochester hired consultants to update its Comprehensive Plan, incorporating analyses and recommendations from the DMC plan and adopting a broader lens to look at long-term growth patterns and impacts to citywide transportation systems. Chrissy Lee of Cuningham Group lead the existing conditions analysis and supported document and graphic production, community engagement, development projections, and land use scenario modeling.



* Project experience obtained prior to joining Cuningham Group

Edina Comprehensive Plan 2008 Update

Edina, Minnesota

Dan Cornejo served as Comprehensive Plan Coordinator for the 2008 Edina Comp Plan Update. He provided overall guidance and directed the work of several other consultant firms in completing Plan elements, including Vision and Goals, Land Use and Community Design Framework, Housing, Parks, and the Implementation Plan. He worked closely with the Engineering Department and their consultants to integrate the Transportation and Water Resource Management elements. Dan played the lead role in organizing and conducting the public engagement process which included interviews, workshops, focus groups, listening sessions, and intergenerational forums.



Saint Paul Comprehensive Plan

Saint Paul, Minnesota

As Saint Paul Director of Planning and Design, Dan Cornejo supervised the preparation of the Housing and Transportation chapters of the Comprehensive Plan, as well as the city-wide study of poverty, social isolation, and racial tension, which culminated in the report entitled Voices of Pain and Hope in Saint Paul, which earned the Distinguished Planning Project Award from the Minnesota Chapter of the American Planning Association.

Also, Dan supervised preparation of small area plans for a number of neighborhoods, including Phalen Village, historic Lowertown, Railroad Island, Concord-Robert, West 7th Ave/Uppertown, Selby-Snelling, and Shepard-Davern. These plans addressed land use issues, established neighborhood visions, and created development concepts. Dan facilitated a public participation process to establish goals and objectives and an implementation program for these plans.



Robbinsdale Comprehensive Plan

Robbinsdale, Minnesota

As Robbinsdale Development Director, Dan Cornejo teamed with the Community Development Coordinator to guide the preparation of the Robbinsdale Comprehensive Plan Vision 2020. Dan participated in the community visioning process, prepared the Downtown chapter, and worked closely with public works and parks staff in the preparation of the balance of the chapters, particularly the Implementation elements that focused on land use, zoning ordinance and regulations, redevelopment, and community image.



Burnsville Comprehensive Plan Update

Burnsville, Minnesota

A community of more than 60,000, the City of Burnsville is nearly built out, however, the opportunities for development and redevelopment are central to the plan update, particularly opportunities for transit-oriented development around the Orange Line extension and other transit corridors. SEH is working with City staff to address a multitude of supporting studies and analyses to support the planning process, including natural resources, wetlands, water resources, transportation, wastewater, water, parks and public buildings and facilities. The plan is expected to be completed in late 2017.

Tangible Consulting Services is playing the lead role in updating the Economic Competitiveness chapter of the comprehensive plan. They are supporting the creation of plans and strategies for the four development opportunity areas, bringing market and development context to the plans for those areas, and evaluating the fiscal costs and returns associated with their full implementation.

Woodbury Comprehensive Plan

Woodbury, Minnesota

The City of Woodbury has hired a consultant team, which includes Tangible Consulting Services, to lead the development of their comprehensive plan update. Tangible Consulting Services is playing the lead role in updating the Economic Competitiveness chapter of the comprehensive plan. Tangible is supporting the update of the Housing chapter with data development and policy expertise. Tangible is researching the market and development context for three key development opportunity areas within the city in order to inform the vision and future land use of those areas.

Cottage Grove Comprehensive Plan

Cottage Grove, Minnesota

The City of Cottage Grove has hired a consultant team, which includes Tangible Consulting Services, to lead the development of their comprehensive plan update, in order to position it for future growth. The consultant team will address all comprehensive plan elements, beginning with a robust inventory and analysis of current conditions, and concluding with outlining concrete implementation strategies.

Tangible Consulting Services is providing a market overview and analysis at the beginning of the process to establishing the market and development conditions that affect the growth of all major development types—housing, retail, office and industrial. Tangible is contributing to the demographic and housing profile of the community. Tangible will bring information and context to the land use and development planning throughout the planning process.

Austin Comprehensive Plan

Austin, Minnesota

With its changing demographics, aging infrastructure and demand for housing, the City of Austin hired SEH to provide a new comprehensive plan to address the needs of this growing community. The goal is to conclude the comprehensive planning effort with a refined, consensus-driven vision and implementation strategy that articulates and translates Austin's aspirations into a user friendly plan for achieving a more sustainable, prosperous and resilient future.

Some specific goals of the plan include identifying opportunities for growth and development and priorities for investment, balancing the collective aspirations of the community, realities of the marketplace, and availability of the public/private resources; providing a comprehensive assessment of barriers, opportunities, and impacts; and developing design guidelines for private redevelopment.



Team Comprehensive Plan Experience:

Appleton, WI	Eagle Point, WI	New Trier, MN
Austin, MN	Edina, MN	Onalaska, WI
Bayfield County, WI	Gem Lake, MN	Perry, IA
Becker, MN	Hayward, WI	Portage, IN
Bloomer, WI	Hudson, WI	Randolph, MN
Bois Forte, MN	Hutchinson, MN	Robbinsdale, MN
Boyd, WI	Ironton, MN	Rochester, MN.
Burns Harbor, IN	Ironwood, MI	Rushford, MN
Burnsville, Minn.	Kronenwetter, WI	Savage, MN
Casper, WY	Ladysmith, WI	Sibley County, MN
Chippewa County, WI	Lake Hallie, WI	St. Anthony Village, MN
Cottage Grove, MN	Lead, SD	St. Paul, MN
Deerwood, MN	Lincoln, NE	Town of Pines, IN
Delafield, WI	Minneapolis, MN	Wheaton, WI
Douglas County, MN	New Auburn, WI	Whitehall, WI

Small Area Planning and Redevelopment Master Planning

In recent years, Cuningham Group has completed over a dozen small area plans and redevelopment plans for public and private clients throughout the metropolitan region and surrounding states. These projects typically occur in rapidly developing urban areas or areas with significant development pressures, changing land uses and demographics.

Project examples:

- Twin Lakes Zoning Code, Roseville, MN
- Rice Creek Commons (TCAAP) Master Plan, Arden Hills, MN
- Marcy Holmes Small Area Plan, Minneapolis, MN
- Logan Park Small Area Plan, Minneapolis, MN
- Holland Neighborhood Small Area Plan, Minneapolis, MN
- 15th Street Urban Design Plan, Minneapolis, MN
- McCaslin Boulevard Small Area Plan, Louisville, CO
- South Boulder Road Small Area Plan, Louisville, CO
- Form Based Code, Boulder, CO
- 6th Ave Redevelopment Plan, Duluth, MN
- Oxford Street Redevelopment Plan, Worthington, MN
- Grandview Small Area Plan, Edina, MN
- Rice Creek Commons Master Plan, Arden Hills, MN
- Ho Chunk Madison Master Plan, Madison, WI



B. Use of Technology

The team uses all the baseline technology required for comprehensive planning - primarily GIS, Excel, and InDesign. We augment this with software and technology that improves access and usability of comprehensive plans (and small area plans). Depending on the project, this includes

- The full suite of Adobe products (InDesign, Photoshop, Illustrator) to make well composed documents and images
- Website design with Adobe Muse, Adobe Spark, SquareSpace, and WordPress to increase accessibility and transparency of the process
- Sketchup, Lumion, or emerging virtual (and augmented) reality platforms to improve visualizations

The purpose of these tools are to increase efficiencies and overall effectiveness of the Plan. The end product(s) is typically simple and easy to use, however the integration of the components is a complicated endeavor. We use the right technology for the right application and we pay close attention to using compatible and transferable technology.

C. Research

The team engages in applied professional research to improve projects and service. Chrissy, Andrew, Tom and Dan regularly speak at Planning Conferences - using that opportunity to conduct and share research. Recent examples:

- *Data Within Reach: Harnessing Open Data for Neighborhood Planning*
- *Planning with the Right Brain (not Left)*
- *Creating Emotional Attachments to a Place*
- *Deliverables that Deliver Results: New ways to create a Plan*

- *Creating Stable Neighborhoods on the Edges of University and Hospital Districts*
- *Tale of Two Capital Cities: Madison and Saint Paul*
- *Making a Creative City: The New Economic Development*
- *Small Town Urbanism*
- *Empowered Cities: Implementation Case Studies*
- *Implementation: the Missing Component*
- *Ethics and Cultural Autonomy*
- *Dynamic and Durable: Strategic balance in Community development Interventions*
- *Best Practices and Strategies for Building Partnerships Among Universities, Cities, and Neighborhoods*
- *Best Practices for Redeveloping and Reusing former US Military Forts After Base Closures*
- *Best Practices for Restoring and Daylighting Creeks in Urban Areas*
- *Key Ingredients to Optimize Transit-Oriented Development Investments*

D. Workload

The team is committed to this project as presented in this proposal. While all team members are engaged in other projects, we have created the schedule, in part, as a response to other commitments. Notably, we are not leading any other Comprehensive Plans in the region. This allow us to prioritize Roseville's Comprehensive Plan throughout 2017.

Memorandum

To: **City Council, City of Roseville**
From: **Andrew Dresdner, AICP, Cuningham Group**
Subject: **Addendum to Proposal for Comprehensive Planning Services**
Date: **October 7, 2016**



Pursuant to conversations with City staff regarding the Comprehensive Plan update, we have made the following adjustments and clarifications to our proposed budget (see Exhibit A attached as well as original budget on p. 37 of full proposal):

- 1) Contingency is reduced from \$30,000 to \$15,000 per staff direction that the anticipated need for additional engineering services will be minimal. Contingency may cover supplemental services as needed to integrate sub-consultant/staff generated content into the Plan; to address additional topics (public safety, resilience, etc); or to support additional community engagement (e.g. translation services).
- 2) We have included itemized tables to clarify the cost of value-added tasks (those denoted as **Get More+++** in the project work plan). The tables on the following page distinguish between "Base" costs and "Get More" costs. Base includes the cost of updating the existing Comprehensive Plan per Metropolitan Council requirements including a basic community engagement program. The Get More costs include (1) additional public participation tasks; (2) additional document reformatting and deliverables; and (3) and additional small area planning services (see work plan for details).

We hope this helps clarify our proposal and provides you the information to make an informed decision.

END OF MEMO

**Cuningham Group
Architecture, Inc.**

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Suite 325
Minneapolis, MN
55414

Tel: 612 379 3400
Fax: 612 379 4400

www.cuningham.com

Exhibit A: Proposed Budget (Adjusted)

RCA Exhibit C

Proposed Budget for Consultant Services for Roseville Comprehensive Plan - DETAIL			
	TOTAL	BASE	GET MORE
Project Management	\$15,000	\$15,000	
Public Participation	\$36,000	\$18,000	\$18,000
Document Graphics & Production	\$34,000	\$22,000	\$12,000
Update Vision / Values	\$9,000	\$9,000	
Land Use and Redevelopment	\$39,000	\$24,000	\$15,000
Housing and Neighborhoods	\$22,000	\$22,000	
Economic Development	\$14,000	\$14,000	
Parks and Open Space	\$9,000	\$9,000	
Implementation	\$14,000	\$14,000	
Sub Totals	\$192,000	\$147,000	\$45,000
Expenses (estimated @ 3%)	\$8,000	\$8,000	
Contingency			
Transportation			
Utilities			
Environmental Protection			
Other Elements			
TOTAL	\$215,000	\$170,000	\$45,000

Contingency
Subtotal = \$15,000

Reduced from \$30k
per staff direction
regarding anticipated
need for additional
engineering services

Public Participation - ITEMIZED	BASE	GET MORE
Focus Groups (up to 6)	\$6,000	
City Council Work Sessions (5)	\$6,000	
Community Workshops/Open House (3)	\$6,000	
Project Website (task 1.5c)		\$4,000
Project Branding (task 1.5d)		\$1,000
Video (4)		\$3,000
Meeting in a Box (2) (task 3.1b, 4.4c)		\$5,000
Online Engagement (4)		\$4,000
Plan Celebration Event (task 6.4a)		\$1,000
TOTAL	\$18,000	\$18,000

Document Graphics & Production - ITEMIZED	BASE	GET MORE
Document Graphics & Production (Base)	\$22,000	
Document Reformatting for Max. Usability (task 4.1b)		\$6,000
Additional Comp Plan Deliverables (task 6.5)		\$6,000
TOTAL	\$22,000	\$12,000

Land Use & Redevelopment - ITEMIZED	BASE	GET MORE
Land Use & Redevelopment (Base)	\$24,000	
Small Area Planning (3 areas)		\$15,000
TOTAL	\$24,000	\$15,000

4. Compensation / Fee Schedule

Proposed Budget for Consultant Services for Roseville Comprehensive Plan - SUMMARY	
Phase	Fee
Public Participation	\$36,000
Update of Existing Plans and Exhibits	\$63,500
Analysis of Future Issues and Exhibits	\$63,500
Implementation and Exhibits	\$14,000
Project Management	\$15,000
Sub Total	\$192,000
Expenses (estimated @ 3%)	\$8,000
Contingency	\$30,000 (see below)
TOTAL	\$230,000

Proposed Budget for Consultant Services for Roseville Comprehensive Plan - DETAIL					
	Cunningham Group	Tangible Consulting	Cornejo Consulting	SEH	Notes
Project Management	\$15,000				
Public Participation	\$30,000	\$3,000	\$3,000		
Document Graphics & Production	\$30,000	\$2,000	\$2,000		
Update Vision / Values	\$5,000	\$2,000	\$2,000		
Land Use and Redevelopment	\$35,000	\$2,000	\$2,000		
Housing and Neighborhoods	\$13,000	\$7,000	\$2,000		
Economic Development	\$5,000	\$7,000	\$2,000		
Parks and Open Space	\$2,000		\$2,000	\$5,000	
Implementation	\$2,000	\$10,000	\$2,000		
Sub Totals	\$137,000	\$33,000	\$17,000	\$5,000	
Expenses (estimated @ 3%)		\$8,000			
Transportation	Contingency Subtotal = \$30,000				As needed; to support / integrate in-house work or work from separate RFP
Utilities					As needed; to support / integrate in-house work or work from separate RFP
Environmental Protection					As needed; to support / integrate in-house work or work from separate RFP (Surface Water Plan)
Other Elements					As needed to address additional topics (e.g.: Public Safety, Resilience, etc) or support additional engagement (e.g.: translation services)
TOTAL	\$230,000				

Contingency

Cunningham Group

2016 Hourly Rates

Description	Rate
Administration	\$60 – \$150
Computer Graphics Specialist	\$70 – \$125
Designer 1-3	\$75 – \$140
Designer 4	\$125 – \$200
Interior Designer 1/2	\$75 – \$115
Interior Designer 3/4	\$100 – \$140
Principal	\$200 – \$325
Project Coordinator	\$130 – \$215
Registered Architect 1/2	\$90 – \$160
Registered Architect 3/4	\$130 – \$280
Senior Principal	\$300
Senior Project Manager	\$160– \$200
Specifications Writer	\$85 – \$150
Technician 1/2	\$75 – \$100
Technician 3/4	\$100– \$140

Hourly rates are subject to change on a yearly basis.

Cornejo Consulting

2016 Hourly Rates

Description	Rate
Planning Support	\$140

Tangible Consulting Services

2016 Hourly Rates

Description	Rate
Technical Support	\$80

SEH

2016 Hourly Rates

Description	Rate
Principal	\$155 - \$240
Project Manager	\$120 - \$215
Senior Project Specialist	\$140 - \$195
Senior Project Engineer	\$125 - \$200
Project Engineer	\$100 - \$160
Staff Engineer	\$75 - \$120
Senior Project Scientist	\$70 - \$115
Project Scientist	\$70 - \$115
Senior Project Planner	\$125 - \$190
Project Planner	\$90 - \$135
Staff Project Planner	\$70 - \$90
Project GIS Analyst	\$70 - \$140
Lead Technician	\$90 - \$150
Senior Technician	\$75 - \$130
Technician	\$65 - \$100

Hourly rates are subject to change on a yearly basis.



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G R O U P

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A Proposal for the
2040 Comprehensive Plan Update
for the City of Roseville | August 31, 2016 | Updated October 6, 2016

August 31, 2016

Bryan Lloyd
City of Roseville
2660 Civic Center Drive
Roseville, MN 55113

Re: Transmittal Letter - Proposal for the 2040 Comprehensive Plan Update for the City of Roseville

Dear Mr. Lloyd:

The WSB & Associates, Inc. (WSB) and LHB Corp. (LHB) team is pleased to submit the enclosed proposal to the City of Roseville for your 2040 Comprehensive Plan Update. We understand that the City is not only seeking technical assistance in preparing the Plan, but also a team that can build on past successes in the 2030 Comprehensive Plan and previous public engagement efforts. We also understand that the comprehensive plan must focus on creative and sustainable redevelopment while preserving the amenities that make Roseville a great place to live, work, play and study.

In response to the scope presented in the Request for Proposals, WSB has assembled a multi-disciplinary team of planning, design, and economic development professionals as well as public engagement and park planning experts from LHB uniquely suited to delivering your desired process. WSB's planners serve as municipal planners for several cities within the Twin Cities region. The experience with planning and zoning administration that we bring to Roseville means that we understand how to construct plans that are forward-thinking yet implementable. We are also intimately familiar with the Metropolitan Council's requirements for this round of Comprehensive Plans; in addition to our work with our municipal planning clients, WSB planners have conducted two classes through WSB University to help guide cities through the Metropolitan Council's Comprehensive Planning process.

We understand the importance of designing an efficient and effective public engagement strategy that builds upon past efforts while avoiding "planning and meeting fatigue" among residents. From our previous work in Roseville, the WSB/LHB team appreciated the passion and commitment that residents have for their community, as well as the strong commitment of City staff and political leaders to engage with those residents in a meaningful way. We know that this community is committed to the success of Roseville and its thoughtful evolution as a first-ring suburb. Our carefully-crafted community engagement process will continue the energetic dialogues that have already been sparked, as well as find opportunities for new ideas and energy. Our collaborative approach to public processes will help build consensus and momentum for progress, leading to long-term relationships that support ongoing efforts. Our process includes a wide range of tools to engage as many varied populations as possible, including those that are typically underrepresented in the planning process.

RCA Exhibit D

The WSB/LHB team has conducted a workload analysis prior to preparing this proposal and is committed to performing the scope of work requested by the City. This proposal is an irrevocable offer to perform these services for the costs contained in the cost proposal.

We believe that together with the City staff and residents, our team of professionals will fulfill WSB's mission of "building a legacy – *your* legacy." If you have any questions, please do not hesitate to contact me directly at (763) 287-8316. I look forward to discussing our qualifications with you in more detail.

Sincerely,

WSB & Associates, Inc.



Erin Perdu, AICP, GISP
Senior Planner
eperdu@wsbeng.com



Breanne Rothstein, AICP
Principal/Client Liaison
brothstein@wsbeng.com

A Proposal for the

2040 Comprehensive Plan Update

for the City of Roseville

August 31, 2016 | Updated October 6, 2016



Contact:

Erin Perdu, AICP, GISP
(763) 287-8316
eperdu@wsbeng.com

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General Information



WSB & Associates, Inc.

Early in their careers, the founders of WSB & Associates, Inc. (WSB) recognized that outstanding results are born from outstanding cultures. Since 1995, WSB has remained dedicated to creating a culture of relationship building, forward thinking, and collaboration that enables technically-advanced, thoughtful, and creative engineering and design solutions that build a legacy – *your* legacy.



WSB's Community Planning and Economic Development Group collaborates with our Transportation, Landscape Architecture, Public Infrastructure and Water Resources Groups to create visionary plans with strong technical data to support the policies and implementation tactics. Our multi-disciplinary strategy can deliver your community's entire comprehensive plan, or our team can work with your existing staff or consultants to develop a collaborative plan that has a common vision and voice. At WSB, we believe that planners should guide their clients to implementable community and economic development plans.

RCA Exhibit D



Three key themes will drive our team's approach:



1. Designing with People and for People

We understand that each community has a wide variety of stakeholders with an interest in the outcome of this plan-making process. Our team takes seriously the matter of including people most affected by plans to be part of the process. After all, it isn't the consultant who will be living with the results of the plan. Our team brings a variety of strategies for engaging the public tailored to the specific needs of the communities we work with.



2. Practical Implementation

Our team has a proven track record of applying innovative ideas and solutions to planning challenges, and has implemented these results in many different projects. As planners who work in communities on a day-to-day basis, we are tasked with implementing land use plans for communities through zoning ordinances, capital improvement programs, and annual budgeting/financing processes. This gives us the understanding of the necessity of practical and affordable solutions to planning challenges. We strive to produce achievable plans based on market realities, rather than overly extravagant plans that collect dust on a shelf. Identifying practical implementation techniques will be key to achieving the community vision.



3. Integrated Design Approach

A systemic approach looks at how individual components influence the whole and considers broader solutions when addressing a particular problem or opportunity. WSB's Integrated Design Approach (IDA) to urban design and planning is interdisciplinary and includes a team of professionals with innovative ideas and solutions. We seek to add value to projects by integrating the aesthetic eye of landscape architects and an urban design consultant, the public involvement expertise of community planners, and the sustainable engineering expertise required to ensure the project is not only compliant with regulations, but also goes a step beyond to set an example. This IDA helps gain a consensus more quickly, and reduces the uncertainty and skepticism encountered in the planning process. Using this model, we seek to find creative solutions to multi-faceted problems through our integrated expertise.

RCA Exhibit D



LHB, Inc.

LHB, Inc. is a full-service design firm providing services in architecture, landscape architecture, interior design, and civil, mechanical, electrical, and structural engineering. With a staff of 180, they provide interdisciplinary services from offices in Minneapolis and Duluth. Since 1966, LHB has focused its talents and expertise on providing creative, practical, and cost-effective high-performance design solutions. LHB recognizes that the design process should look far beyond the project bounds. They approach each project with a holistic vision and the understanding that sustainable designs and sustainable client relationships require more than a traditional design philosophy. LHB's design practices not only preserve the earth's fleeting resources but provide substantial financial benefits for the end user by creating healthy, long-lasting, and vibrant environments.

The Urban Design + Planning group at LHB is dedicated to providing community design and planning services to communities throughout the Midwest. Using participatory design strategies - ones that truly engage stakeholders - LHB helps a community frame a vision of its future, one that is shared among the many diverse interests of the community, and one that encourages a community to forge a new common language as they move forward. This process, which focuses on exploration and discovery, helps communities better understand themselves, the issues they face, and the opportunities that lie ahead. It creates compelling yet appropriate solutions to tough problems and allows for a more strategic approach to implementation based on the community's unique resources. But most important, the process creates the lasting belief in the sense of community and the willingness for a community to make investments in themselves, their institutions, and their environment.

Project Understanding



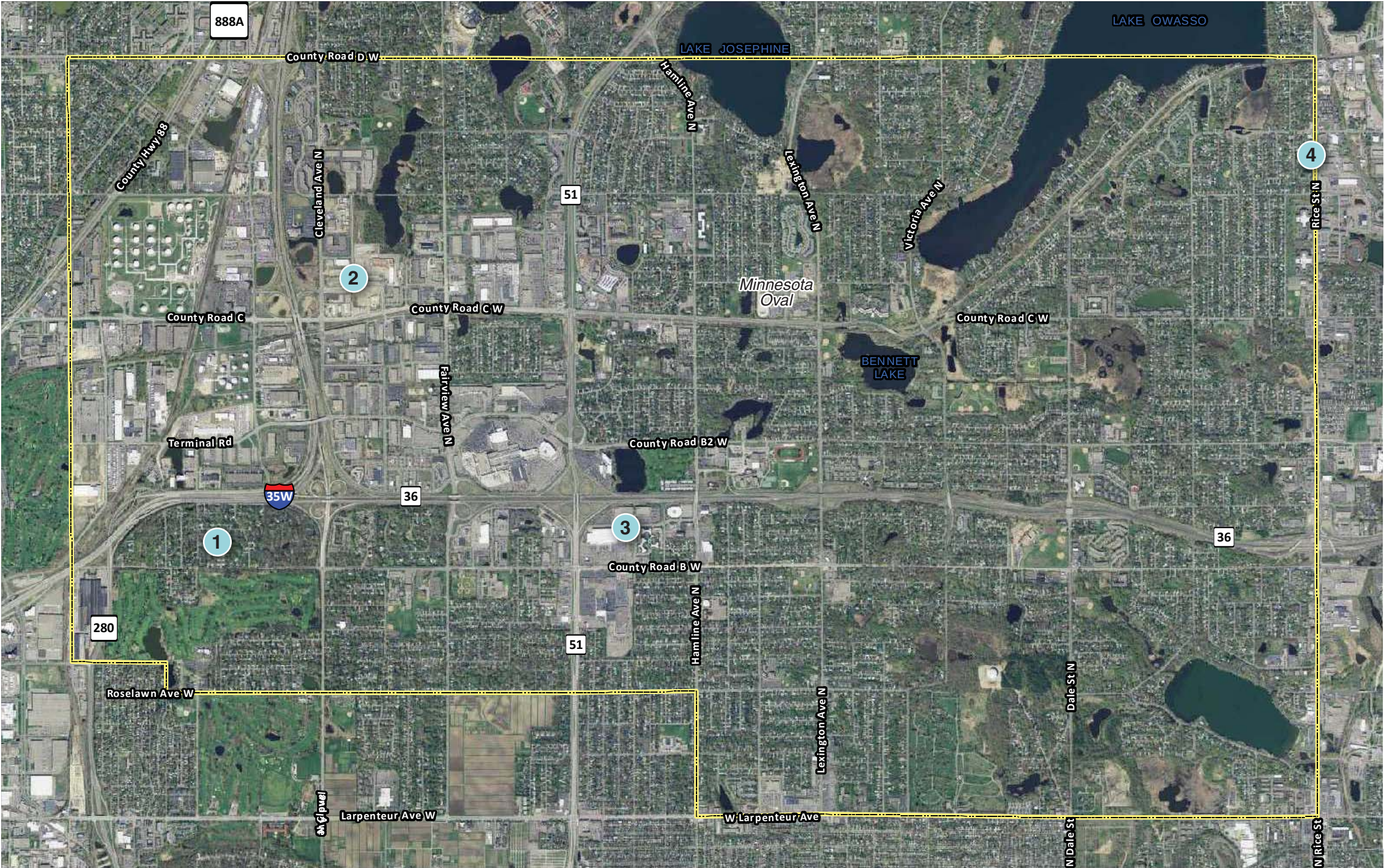
The WSB/LHB team understands that the City of Roseville is unique in its history, location, assets, character, and challenges. A largely developed first-ring suburb, Roseville's future planning efforts must focus on creative and sustainable redevelopment of underutilized sites, while ensuring that new development enhances the existing City character and quality of life for residents. Roseville's unique location in the heart of the Twin Cities Metropolitan region is a great incentive for development and a tremendous draw for people who want to live, work, and play here.

While fostering an environment for growth and redevelopment, the comprehensive plan must also ensure the preservation of the amenities that make Roseville a great place to live. For example, the plan must further the goal of maintaining safe and well-connected neighborhoods. It must link land use and demographic trends to provide tools for creating housing for people in all stages of their life. It must focus uses and density in a way that fosters convenient, safe, and flexible transportation options. Parks and trails must continue to evolve in response to changing community needs. Building on Roseville's existing network of parks, the plan must examine opportunities to better connect residents with their parks and trails and foster an ever-increasing sense of community.



Overall, Roseville's comprehensive plan must provide balanced strategies for growth, development, and connections in response to changing demographics. The WSB Team understands that both housing and economic development play a large role in meeting the demands of a changing population. In particular, as the demographics of residents change there are new opportunities for new business creation. There is also the potential for gaps in the City's housing stock, which will be investigated during the planning process. Implementation actions must also be concise and include techniques for appropriate design of growth and redevelopment.

RCA Exhibit D



Roseville Issues Map: Key Areas

1 Southwest Area

In previous planning studies, Roseville has identified that the southwest portion of the city is underserved by the Roseville Parks system. Efforts are already underway to secure land and build a new park, but there are additional opportunities in this area, as well as potential explorations of methods to strengthen the connections with other parts of the city north of Highway 36.

2 Twin Lakes Redevelopment Area

This area includes an evolving land use mix, and was targeted for redevelopment during the last Comprehensive Plan. This area serves an example for redevelopment of challenging sites in the City, with much successful development taking place despite obsolete existing uses, contamination and poor site configuration.

3 Rosedale/HarMar Mall Connections

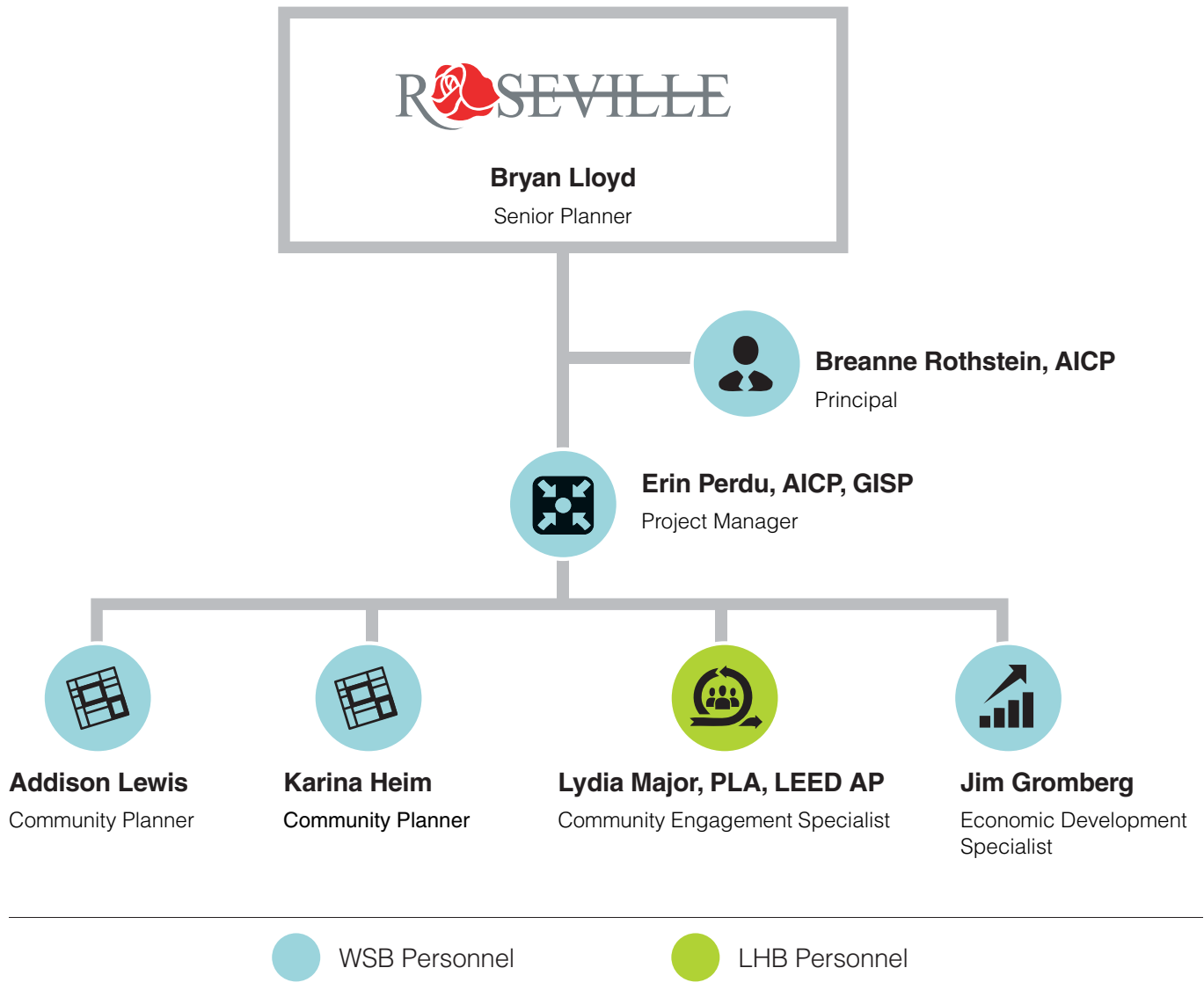
Both the Rosedale and HarMar Malls are large commercial areas that are local and regional destinations. Better pedestrian, bicycle and transit connections to nearby residential areas are needed to increase accessibility to shopping and services.

4 Rice Street Corridor

Rice Street is a multi-jurisdictional redevelopment area in transition from predominantly single-family to predominantly commercial. Future land use concepts for this area should be developed in conjunction with neighboring cities. Strategies should include those to ensure an orderly transition, and design with development oriented to the street.



Personnel Qualifications



RCA Exhibit D



Erin Perdu, AICP, GISP (WSB) Project Manager

Education: Master of Urban and Regional Planning, University of Michigan, 1998 | Master of Science, Natural Resources, University of Michigan, 1997 | Bachelor of Science in Earth Systems, Stanford University, 1995

Erin is a community planner and project manager with 18 years of professional planning experience. She has served as the project manager and lead planner on award-winning comprehensive plans, most recently the 2014 Daniel Burnham Award for Comprehensive Planning from the Michigan Association of Planning for the Shape Ypsilanti Master Plan. Erin has also led and developed zoning ordinances (including form-based codes), multi-jurisdictional plans, and small area studies in several communities in Minnesota and her previous home of Michigan. During each of these initiatives, she designed extensive and inclusive public engagement processes.

Erin has worked as a staff planner and community development director for multiple municipalities. In these roles, she has served as liaison to Planning Commissions, Boards of Zoning Appeal, Historic District Commissions, and Downtown Development Authorities. Her years of experience working in a variety of municipal settings allow Erin to provide trusted guidance to public officials on planning and development issues. Erin's leadership, day-to-day planning experience, and strong foundation in public outreach result in the successful implementation of the plans she authors.

Comprehensive Planning

Erin has led and written award-winning comprehensive plans for municipalities and counties. Each of her plans is designed with the specific needs of the community in mind, and includes community outreach early and often. A sampling of her recent projects includes:

- 2040 Land Use Plan Update | Grand Forks, ND
- 2040 Comprehensive Plan | Mahtomedi, MN
- Master Plan | Webster Township, MI
- Shape Ypsi Comprehensive Plan | Ypsilanti, MI
- Comprehensive Plan | Howell, MI
- Comprehensive Plan | Berrien County, MI

Community Engagement

Erin's areas of specialty include public engagement and long-range planning at scales from entire counties to small neighborhoods. In a previous partnership, she developed a curriculum for professional planners and local officials on how to design and implement effective community engagement. She works under the philosophy of "planner as partner," helping residents and community leaders articulate what they want, and then providing the tools to help them get there.

Continuing Planning and Zoning Services

Erin has served as consulting planner, zoning administrator and community development director for multiple units of government. Her services to these communities include staff reports to boards and commissions, working with property owners and prospective developers, special projects relating to planning and development and "counter" customer service.

RCA Exhibit D



Breanne Rothstein, AICP (WSB) Principal/Client Liaison

Education: Master of Urban and Regional Planning, University of Minnesota, 2005 | Bachelor of Arts in Urban Studies, Augsburg College, 2003

Breanne is a Principal at WSB and a project manager for community comprehensive plans, small area plans and community engagement initiatives. Her knowledge and experience working with local neighborhood organizations, business organizations, city officials, and residents, provides her clients with well-vetted, realistic plans and projects. Breanne is well-versed in dealing with many, often competing, interests to formulate a cohesive vision for the future. She leads the Community Planning and Economic Development Group at WSB.

Project Management

Breanne specializes in project management of comprehensive plans and small area plans. She has been a project manager for WSB since 2012, and has completed the following projects:

- St. Anthony Comprehensive Plan, 2016
- Clearwater Comprehensive Plan, 2015
- Dinkytown Small Area Plan, 2014
- Nicollet Island-East Bank Neighborhood Small Area Plan, 2014
- Sheridan Neighborhood Small Area Plan, 2013
- Prior Lake Land Use and Transportation Study, 2013

Breanne also serves as city planner in the implementation of comprehensive plan policies by reviewing subdivisions, site plan reviews, and other land use applications. Her extensive knowledge regarding updating and writing city ordinances provides clients with efficient and timely policy analysis and resulting ordinances that are realistic and easily useable. Her experience as a staff planner with Minnetrista and Ramsey puts her in the unique position of understanding city's needs and desires to get quality services at a reasonable cost.

Recent Project Review Examples

- Greenwood at Carlos Avery: This project is a 350 lot, mixed use subdivision consisting of commercial, multi-family, and single-family lots in Wyoming, MN.
- Lowry Grove Redevelopment: This high-profile re-development project involves the development of 750 mixed-density and mixed-income housing units on a 15-acre site in St. Anthony.
- Woodland Cove: This was a multi-year project involved the platting, including a re-zoning to Planned Unit Development of a 1,071-lot subdivision in Minnetrista.
- Polar Ridge Senior Community: Breanne reviewed, prepared staff reports, and presented a subdivision, site plan, and conditional use permit application for a 117-unit senior housing facility in North St. Paul.
- St. John's Lutheran Home Continuing Care Retirement Community: Breanne reviewed, prepared staff reports, and presented preliminary and final plat for a 140-unit assisted living and independent senior care facility for the City of Albert Lea.

RCA Exhibit D



Lydia Major, PLA, LEED AP (LHB) Community Engagement Specialist

Education: Master of Landscape Architecture, University of Minnesota | Bachelor of Arts in Honors English, University of Wisconsin-Madison

Lydia works with clients and communities to create vibrant public, commercial, and residential places. She uses a collaborative design process to develop solutions that benefit the client, the community, and the environment. Her projects include transportation system planning; and community, park, and trail projects where her skills with public engagement and urban design help generate support and real solutions, as well as smaller public and private projects, where she focuses on the details that create memorable experiences.

Lydia integrates technical and communication skills to produce compelling plans, models, renderings, and other presentation materials. Communication is a critical component in all projects, and Lydia uses her education as a writer to create project documents, including master plans, reports, city submittals, and other communications materials that become living documents in support of real progress to positively impact people's lives.

Relevant Experience

- Roseville Parks and Recreation System Master Plan | Roseville, MN
- Roseville Parks and Recreation Renewal Program | Roseville MN
- Strategic Vision for Luverne | Luverne, MN
- Downtown Service Area Master Plan | Minneapolis, MN
- RecQuest Recreation Center Master Plan | Minneapolis, MN
- Firemen's Park | Chaska, MN
- Three Rivers Intercity Trail Master Plan | Richfield, MN
- Cloquet Parks and Recreation Master Plan | Cloquet, MN
- Grandview District Transportation Study | Edina, MN
- Blake and Beltline Roads TOD Study | Hopkins and St. Louis Park, MN
- Douglas Drive Corridor Plan | Golden Valley, MN
- Superior Street Vision and Reconstruction | Duluth, MN
- Cedar Avenue TOD Study | Apple Valley, MN
- Design Guidelines for the South Side of Excelsior Boulevard | St. Louis Park, MN
- Wayzata Bay Center Redevelopment | Wayzata, MN
- I-35E Cayuga Visual Quality Assessment | St. Paul, MN
- Portland Ave. & 66th St. Roundabout | Richfield, MN
- Hiawatha Avenue and Trail Landscape Restoration | Minneapolis, MN
- Minnehaha Avenue Streetscape | Minneapolis, MN
- Lilydale Regional Park Roadway and Shelter | St. Paul, MN
- Hennepin County Road 19 "Mid-Lake Boulevard" Trail Concept | Shorewood, Tonka Bay, and Orono, MN
- Victory Memorial Drive | Minneapolis, MN

RCA Exhibit D



Jim Gromberg (WSB) Economic Development Specialist

Education: Masters of Business Administration, St. Cloud State University, 1997 |
Bachelor of Arts in Public Administration, St. Cloud State University, 1988

Jim has over 25 years of experience in economic development including both redevelopment projects and greenfield developments. Most recently, Jim was the State of Minnesota's Business Development Representative for the Twin Cities metropolitan area, focusing on the attraction of new businesses to the state and assisting businesses in expanding their current locations. He also oversaw the data center tax incentive program that resulted in the creation of over 600,000 square feet of data center space and capital expenditures of more than \$1.1 billion. Jim has also served as the Vice President for Business Banking for Landmark Bank focusing primarily on SBA lending, the Business and Community Relations Manager for Connexus Energy, City Manager for Isanti, and Economic Development Coordinator for the City of Ramsey. Jim has also served as the President of the Economic Development Association of Minnesota, President of the Anoka Area Chamber of Commerce, Mid-America Economic Development Council Board of Directors, and is currently the Chairperson of the Anoka-Ramsey Community College Foundation.

Selected Project Experience

As the Business Development Representative, Jim was successful in the attraction and completion of new development projects that resulted in over \$500 million in new capital expenditures. Those projects included:

- CSI's new headquarters and production facility in the City of New Brighton resulting in the creation of 125 new positions and the retention of over 190 positions. This facility was part of the redevelopment of a brownfield site.
- 70,000 square foot Toro Corporate Headquarters located in the City of Bloomington.
- 250,000 square foot Olympus Research and Development Facility in the City of Brooklyn Park.
- The relocation of the POST Cereal division headquarters from New Jersey to the City of Lakeville resulting in the retention and creation of over 300 positions.
- Relocation and construction of new Wurth-Adam headquarters and manufacturing facility in the City of Brooklyn Park with an investment of \$30 million and the creation of over 88 new positions.
- Attraction and development of a new 250,000-square foot manufacturing and office facility for Shutterfly's new facility in the City of Shakopee. The project included the creation of 350 new positions and the investment of over \$30 million in capital expenditures. The project was being considered for five other sites in the country.
- The 60,000-square foot expansion of the Polaris headquarters to the City of Plymouth with the expenditure of over \$22 million in capital expenditures and the creation of 100 new positions.

RCA Exhibit D



Addison Lewis (WSB) Community Planner

Education: Bachelor of of Arts in Urban Studies, University of Minnesota, 2012

Addison is a community planner at WSB and currently serves as the City Planner for the City of Long Lake and provides assistance to WSB's other municipal planning clients. He has a variety of experience with community engagement and listening to stakeholder concerns. In addition to contributing to the community engagement processes associated with other small area plans and comprehensive plans completed by WSB, Addison works closely with the rest of the planning team on data collection, research, and plan writing. His experience with working on municipal planning projects and interpreting zoning and land use ordinances has provided him with a unique perspective on the necessity of preparing realistic and implementable plans. Addison will support the team with all planning efforts on this project.

Community Planner

As a planner with WSB, Addison serves as the primary City Planner for the City of Long Lake. Addison is responsible for handling all zoning inquiries, land use applications, ordinance amendments, building permit review, and code enforcement among other duties. Addison also provides assistance in Mahtomedi, St. Anthony Village, Tonka Bay, Albert Lea, Falcon Heights and Denmark Township.

Comprehensive/Small Area Plan Experience

Addison has contributed to numerous plans that have been developed by WSB, including the North Mankato Comprehensive Plan, the Nicollet Island-East Bank Neighborhood Small Area Plan (Minneapolis), and the Sheridan Neighborhood Small Area Plan (Minneapolis). Addison assisted with plan writing, project management duties, and community engagement efforts including open houses, stakeholder meetings, surveys, and attending events in the community to gather input.

Communications and Community Engagement Specialist

Partnering with the Transportation and Construction Services Groups at WSB, Addison has served as a communications liaison between property stakeholders and the city/project management team for several road construction/design projects. Throughout these projects, Addison met with individual property owners, property managers, and other stakeholders for coordination purposes and to update those individuals on various stages of the project. Addison also developed community engagement materials such as mailings, informational handouts, and website content, which helped to deliver a clear and consistent message throughout the project. Addison served in this role for the France Avenue intersection improvements project in the City of Edina in the summer of 2014, for the 105th Avenue NE preliminary and final design project in the City of Blaine in the winter of 2014/2015, and the Douglas Drive reconstruction project in the summer of 2016.

Code Enforcement and CUP Compliance

Addison serves as the Code Enforcement Officer for the City of South St. Paul, holding regular weekly office hours. Addison handles all complaints related to zoning ordinance violations and is responsible for conducting all inspections and correspondence with property owners. By regularly dealing with difficult code enforcement issues, Addison has developed strong communication and mediation skills that get results and resolve code violations in a timely manner.

RCA Exhibit D



Karina Heim (WSB) Community Planner

Education: Masters of Urban and Regional Planning, University of Minnesota, 2016 | Bachelor of Arts in Environmental Studies – Sociology, Whitman College, 2009

Karina is a land use planner and public engagement specialist at WSB. Karina is a 2016 graduate from the University of Minnesota with a Masters of Urban and Regional Planning. While working with WSB, Karina has assisted in developing and deploying public engagement for the St. Anthony Village, Medina and Minnetrista Comprehensive Plans. Before joining WSB, Karina worked four years in the non-profit sector as a case manager and program coordinator in the housing and basic needs services sector. Karina will provide support on all planning efforts for Roseville's 2040 Comprehensive Plan Update.

Community Planner

As a planner with WSB, Karina has gained broad planning experience ranging from zoning administration to public engagement strategy. During the 2040 Comprehensive Plan cycle, Karina has assisted in helping a variety communities with different needs meet Metropolitan Council plan requirements. In addition, Karina has provided excellent customer service by working with property owners to answer questions and ensure that applications are handled in a timely matter.

Capstone Project | City of Minneapolis*

Through a grant-funded project, Karina helped to design and carry out a climate change vulnerability assessment for the City of Minneapolis. During the course of this project, Karina led data analysis efforts and communicated regularly with Minneapolis staff to gather and incorporate feedback into the project design. The findings from this assessment will guide City public engagement efforts and actions to address climate change vulnerability.

GIS Specialist | University of Minnesota Extension*

During her tenure as an applied research assistant with UMN Extension's Family Development team, Karina pioneered a new GIS mapping initiative to help generate spatial data and tell compelling stories about health and nutrition programming. Karina consulted with internal staff to discover what gaps in functionality could be filled with GIS spatial analysis. With input from staff, Karina developed the map design and user interface for new spatial applications.

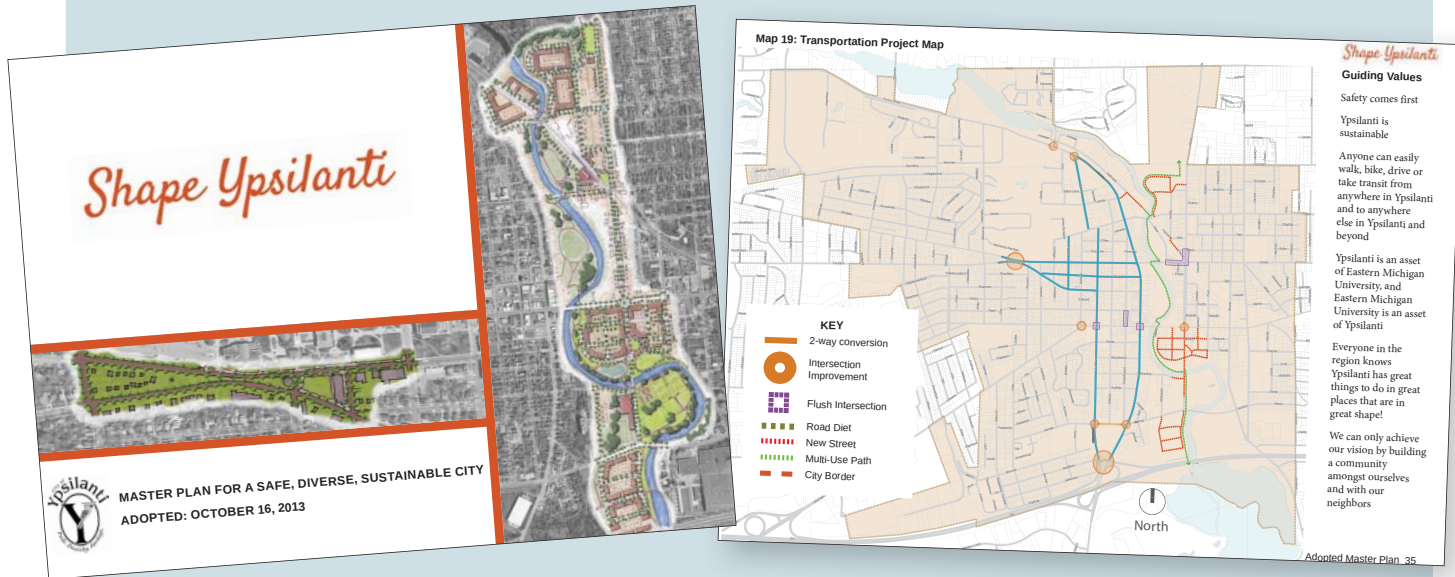
Curriculum-Based Project | City of Saint Anthony*

Karina worked as a lead member of a team to design a community engagement plan for the City of Saint Anthony in anticipation of their comprehensive planning process. Throughout the project, Karina facilitated communication between Saint Anthony staff and the planning team to hone key messages and discover the greatest engagement challenges. Karina led planning design meetings and developed key creative content for the final plan document.

*Experience prior to WSB

Consultant Prior Experience

WSB Experience



Shape Ypsilanti Comprehensive Plan and Zoning Ordinance City of Ypsilanti, Michigan

Erin Perdu, with her previous firm ENP & Associates, led the City of Ypsilanti through an innovative planning process resulting in the Shape Ypsilanti Master Plan, winner of the Daniel Burnham Award for Comprehensive Planning in 2014 from the Michigan Chapter of the American Planning Association. Erin and her team were tasked with helping the City face the challenge of having the underlying structure of an early twentieth century town, the regulations of a post-World War II suburb and the desire to be a twenty-first century city. Her team was also tasked with facing some difficult and long-standing issues in a head-on and transparent manner.

The process began with a wide range of public involvement opportunities, including one-on-one interviews, neighborhood walk-abouts, multi-day charrettes and small focus group meetings. To reach-out to people that would not normally participate in the process the team went to them, so that they could participate on their terms, and on their turf. The internet and social media were also a large part of the public outreach strategy, helping the team reach college students, young professionals, and others who were not able to attend in-person gatherings.

The resulting plan included a concise decision-making rubric meant to be used by city officials, staff, and community organizations to move the City forward according to the Guiding Values established in the Plan. The key implementation task from the Shape Ypsilanti Plan was the Ypsilanti Form-Based Code, developed with the purpose of enabling redevelopment and preserving the historic character of the City. The new Master Plan and Form-Based Zoning Code will position the City for future redevelopment and transportation improvements that enhance the character of the community.

RCA Exhibit D

2040 Comprehensive Plan City of Saint Anthony

WSB is currently developing the 2040 Comprehensive Plan for the City of Saint Anthony (2014 population of 8,501) with the assistance of City staff and a Steering Committee. St. Anthony is a fully developed, first ring suburb of Minneapolis. WSB is completing all Metropolitan Council-required elements of the plan update, as well as two additional plan sections (sustainability and economic development) that residents and elected officials have identified as critical issues for the City to address in a long-range plan.

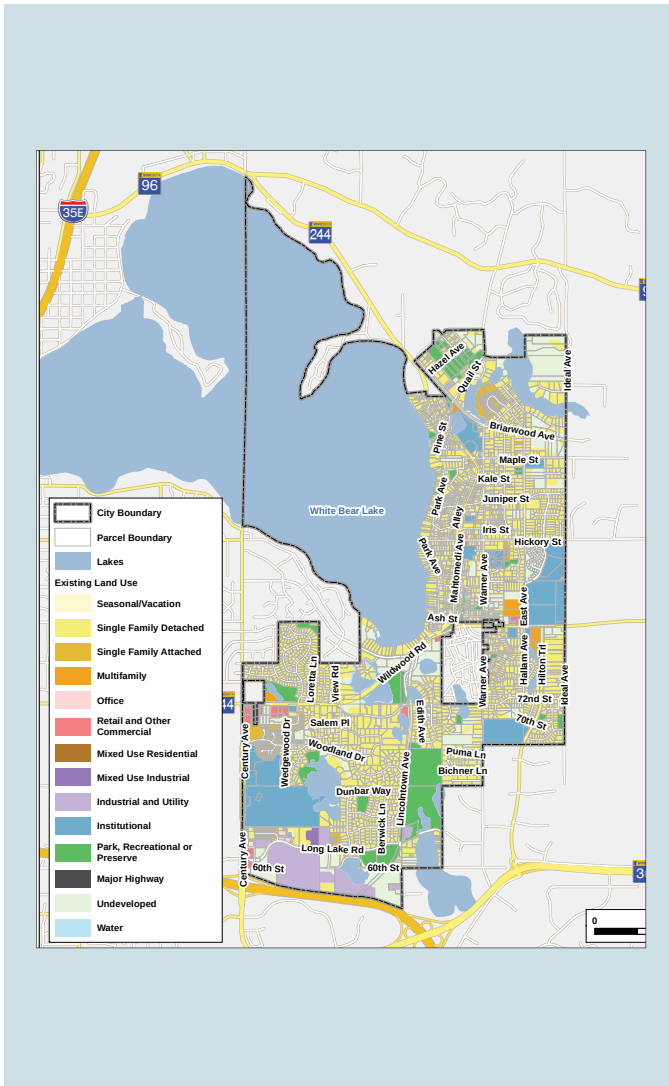
Stakeholder engagement for the 2040 Comprehensive Plan update has included both a traditional community visioning meeting and innovative public involvement strategies. These have included digital engagement through mySidewalk online forums and pop-up engagement events at local retail outlets, Early Childhood and Family Education (ECFE) meetings, and a visit to students at Saint Anthony Village High School.

2030 Comprehensive Plan Update City of Mahtomedi

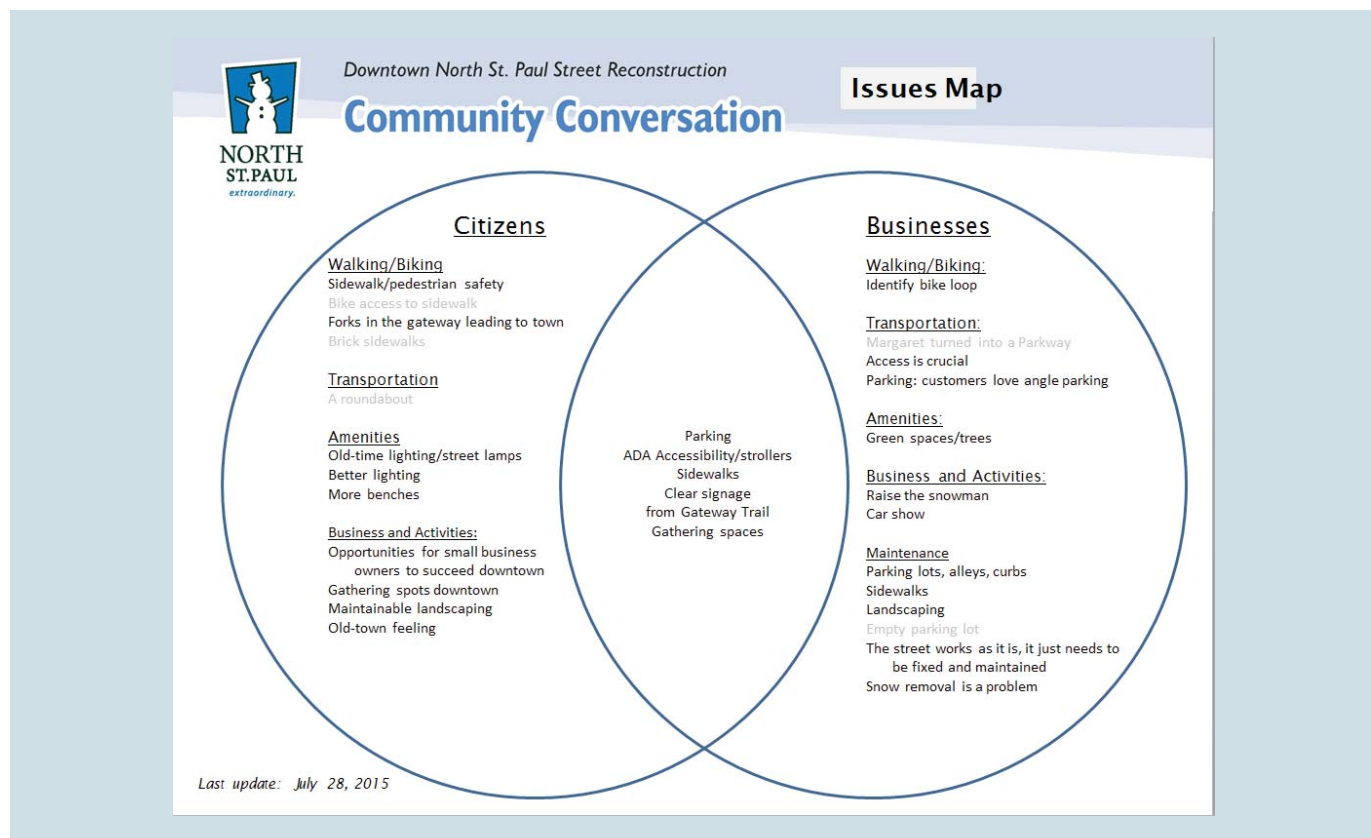
WSB assisted in the completion of a major update to the City of Mahtomedi's 2030 Comprehensive Plan in 2008 and is currently working with the City on the 2040 Comprehensive Plan. The 2030 Plan identifies where the City has been, where the City is now, and where the City seems to be heading. It provides goals, objectives, policies, and plans to guide the City in getting to where it wants to be. The Comprehensive Plan brought together various elements of Mahtomedi into a comprehensive "big picture" plan that provides a basic framework to guide other planning efforts in the City and to guide the relationship between the City and the metropolitan region.

The City promoted public participation throughout the planning process, which included 14 meetings with a Citizens Advisory Committee that included the Planning Commission and interested members of the City Council and City staff, two sustainability and Natural Step Framework seminars in association with Sustainability Associates, and one community public open house.

The Mahtomedi Comprehensive Plan emphasizes the City's desire to maintain (and enhance) its "small town" character. Additionally, it emphasizes the City's desire to become a sustainable community, meeting the needs of present generation without compromising the ability of future generations to meet their needs.



RCA Exhibit D



Downtown Revitalization Project

City of North St. Paul

Erin Perdu led the public and business engagement effort for this public investment to redesign and revitalize Seventh Street, the main street in downtown North St Paul. Engagement included large public meetings, attendance at community events such as the local car show, and small group meetings with business owners. WSB also developed a visual preference survey, which was administered in person and online. Areas of agreement between residents and business owners were emphasized. The outcome of the effort was input on the priority issues facing the downtown, ideas on how it could be improved, and focus areas for the design. All input will be used in the upcoming Downtown Master Plan to complete the design of the road and streetscape.



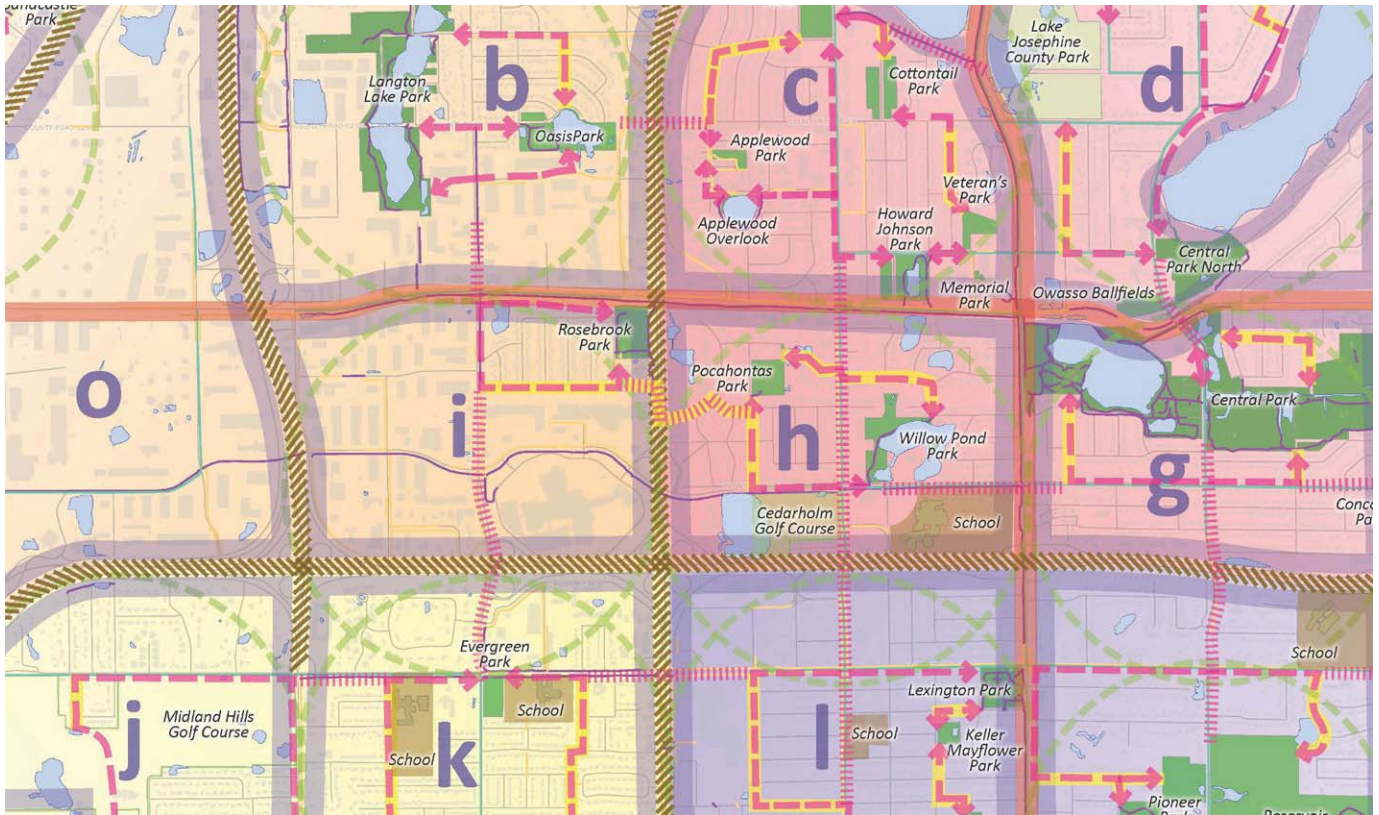
Comprehensive Plan Update

City of Long Lake

WSB is in the preliminary stages of assisting the City of Long Lake with its comprehensive plan. The necessary data has been collected in order to complete the required components in conformance with the Metropolitan Council's requirements. Draft sections of the plan will be delivered throughout 2017 with a project completion targeted for early 2018. The Long Lake Comprehensive Plan is being managed by Addison Lewis.

RCA Exhibit D

LHB Experience



Parks and Recreation System Master Planning

City of Roseville

During the “Imagine Roseville 2025” process - a community visioning process conducted in 2006, Roseville citizens identified parks as one of their community’s character-defining features and suggested a vision of “world-renown parks, open spaces, and multi-generational recreation programs and facilities.”

In 2009, LHB was hired to create a master plan that would engage citizens, refine their vision for parks, and establish a program of improvements to guide parks and recreation investments and programming for the next twenty years.

Realizing a key element of the planning process is public engagement, LHB crafted a multi-faceted process that includes community-wide meetings, park sector meetings, “meetings in a box,” listening sessions, questionnaires, and a nearly 30 person Community Advisory Team charged with guiding the process.



By the conclusion of the planning process, the parks and recreation department contacted a significant percentage of the community through these techniques, building awareness of the process, the need for a strong park system, and eventually generating enough momentum to fund nearly \$16M of improvements in 2014 and 2015.

RCA Exhibit D



Parks and Recreation Renewal Program

City of Roseville

LHB and the City of Roseville have been working closely together for several years in a new and innovative parks master planning process. That process, built to rise to the challenge of creating a “world renowned park system,” is now being implemented, in part, due to robust community support built through an LHB facilitated master planning process. The Roseville Parks and Recreation Renewal Program is a system-wide collection of improvements to buildings, shelters, recreation facilities, and open spaces. It includes enhancements to nearly every park in Roseville which will support popular park programs and draw new uses and users into the parks.



RCA Exhibit D



Strategic Vision for Luverne City of Luverne

In 2011, the citizens of Luverne worked together and with the Southwest Initiative Foundation to develop a Strategic Vision for their community. The project was centered on an inclusive visioning process in which hundreds of stakeholders participated, demonstrating extraordinary enthusiasm for Luverne's future.

Through a series of meetings, a three-day charrette, a vision statement and objectives were developed to frame the process. From that basis, a series of initiatives was developed to help achieve the objectives. Initiatives included place-specific design ideas, procedural improvements, marketing tools, training, and other efforts. The final Strategic Vision document provides a guide to community leaders for implementing the many ideas developed by the community and LHB's design team through this process.

References

Municipal Clients with Similar Services Provided

WSB References

City of Ypsilanti
Teresa Gilloti
City Planner (former)
(734) 544-3042
gillottitm@ewashtenaw.org

City of Mahtomedi
Scott Neilson
City Administrator
(651) 426-3344
sneilson@ci.mahtomedi.mn.us

City of Long Lake
Scott Weske
City Administrator
(952) 473-6961
sweske@longlakemn.gov

City of St. Anthony
Mark Casey
City Manager
(612) 782-3301
mark.casey@ci.saint-anthony.mn.us

City of North St. Paul
Corrin Wendell
City Planner
(651) 747-2595
corrin.wendell@northstpaul.org

LHB References

City of Roseville
Jeff Evenson
Park Superintendent
(651) 792-7107
jeff.evenson@ci.roseville.mn.us

City of Chaska
Tom Redman
Director of Parks and Recreation
(952) 448-9200
tredman@chaskamn.com

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Previous or Current Services Provided to the City of Roseville

WSB Services

- Water Resources
- Environmental Planning & Natural Resources
- Surveying
- Construction
- Civil/Municipal Engineering
- Landscape Architecture
- Water/Wastewater Engineering

LHB Services

- Water Resources
- Landscape Architecture

List of Private Clients in the City of Roseville

To date, neither WSB nor LHB have not worked for private clients that are located in the City of Roseville. We understand the potential for conflict in these situations, and we will disclose these relationships prior to engagement on any future projects with the City of Roseville.

Proposed Work Plan and Tasks



WSB's Integrated Design Approach (IDA) to design and planning is interdisciplinary and includes a team of professionals with innovative ideas and solutions. We seek to add value to projects by integrating the aesthetic eye of landscape architects, the market understanding and business knowledge of economic development professionals, and the engineering expertise required to ensure the project not only looks good on paper, but can actually be built within the commercial, industrial, and housing market. This IDA helps gain a consensus more efficiently, reduces the uncertainty and skepticism encountered in the planning process, and encourages innovative methods and design viewpoints.

MetCouncil Requirements

First and foremost, the Comprehensive Plan must meet all requirements for Metropolitan Council approval. The WSB/LHB team will ensure that all of the required tasks, analysis, figures, and tables required in the MetCouncil checklist are completed with the goal of seamless approval by the MetCouncil. WSB planners are intimately familiar with the MetCouncil process and requirements, having completed (or in process of completing) several Comprehensive Plans within the region.



Comprehensive Plan Chapters

The WSB/LHB team understands that different levels of staff involvement are anticipated depending on the chapter of the Plan and the level of revision needed. At the out-set of the process, WSB will meet with City staff to determine the level of revision needed. All chapters, whether completed by the WSB/LHB team, City staff, or other consultants, will be integrated into a cohesive whole.

Introduction

This chapter will be updated so that it presents an overview of what is included in this Plan update and also reflects changes in planning history since the last update.

RCA Exhibit D

Vision for Roseville

The WSB/LHB team understands that significant work has been done on a vision, goals and strategies for Roseville, starting with the “Imagine Roseville 2025” process. We propose to build on this foundation, while incorporating new energy and ideas from the public. Our process will begin with some basic homework for staff and Planning Commissioners to review and categorize the existing goals and objectives as to whether they should be kept, revised, removed, or have already been implemented. That feedback will be used in conjunction with public input to create a first draft of revised vision and goals.

Goals, objectives homework example: Grand Forks

Goal	Objective		Keep	Delete	Revise	Implemented?	Notes
Growth Management: Plan and manage growth to ensure that the City of Grand Forks continues to balance new growth and development through collaboration with all stakeholders to promote preservation and enhancement of the city.	Growth Management Area: Establish Grand Forks' Growth Management Area to include the land extending two miles from the city boundaries and adjust the boundary in accordance with annexations.						
	Growth Management Monitoring System: Develop a growth management monitoring system to guide the City in making changes to its zoning and planning jurisdiction boundaries and/or to time and sequence development within the growth management area.						
	Balanced Growth and Growth Tiers: Create a balanced growth approach in the Growth Management Area by dividing it into growth tiers that will establish the timing and sequencing for future development and infrastructure provision.						
	Compact Development: Promote a compact system of urban development by limiting growth to Tier 1 where urban services may be provided in a cost-efficient manner with an emphasis on targeting existing neighborhoods to spur revitalization and promote infill opportunities, reduce urban sprawl and protect rural landscapes.						



Community Context

WSB planners will work with City staff to update the Community Context chapter to reflect physical development and demographic changes since the last Comprehensive Plan. Current demographics, housing, and economic data will be provided, along with population projections to help inform other chapters of the plan.

RCA Exhibit D

Land Use

WSB has developed an iterative and responsive process for land use planning. WSB's experience as municipal planners, municipal engineers, and private land development professionals allows us to develop land use analysis that is accurate, realistic, and implementable.

Based on the goals developed during the Vision chapter, our team will evaluate properties that are available for development including vacant and underutilized sites that may be ripe for transitioning to other uses. This task will include identification of parcels with inappropriate land use designations in the existing comprehensive plan, as well as an evaluation of land use category descriptions in general to determine if new categories are needed.

Next, WSB will prepare a land use scenario to meet both the MetCouncil projections for growth and density, as well as the City's desires for community character. The scenario can be used to evaluate transportation and infrastructure impacts, thereby informing other chapters of the plan update. The land use plan will be vetted with the public to garner comments from residents, land owners and developers. The land use mix and land use locations can be adjusted at each point in the process to ensure that the plan can, and will be constructed by developers, the cost of development is efficient and cost-effective, and that it achieves the goals of the community. WSB is currently developing both the Mahtomedi and St. Anthony 2040 Comprehensive Plans using this iterative process.

The land use scenarios will also be developed with an eye on design that promotes walkability, access, and potential form-based approaches. When discussing the scenarios with the public, we will also gather input on potential community gathering spaces throughout the City.

Finally, the WSB/LHB team will reassess existing "Planning Districts" to determine if a new structure would be appropriate. During that process, we will also identify neighborhoods or small areas that may need more intensive planning and public investment. Such areas may include Southwest Roseville, areas for infill, and areas with an aging building stock.



Parks, Open Space and Recreation

Roseville has already expressed its commitment to its Parks and Recreation System through the Master Planning process and the Parks and Recreation Renewal Program (PRRP). We anticipate that this chapter will directly reference that work and primarily reflect recent developments as needed. However, we may also want to consider necessary updates, including ADA-related policies or other topics.

Resilience

The Resilience chapter will include metrics, policies, and practices to help the City adapt to climate change, as well as resilience strategies that emphasize flexibility in adapting to unknowns of climate change. Resiliency strategies will address not only environmental impacts, but social and economic impacts as well.

Through the GreenStep Cities program, the Minnesota Pollution Control Agency (MPCA) has established 29 best practices for resiliency in five broad categories: Buildings and Lighting, Economic and Community Development, Environmental Management, Land Use, and Transportation. Our team congratulates Roseville for achieving Step 2 status in June of 2015 and plans to integrate additional best practices into Roseville's Comprehensive Plan to assist in achieving Step 3 status. Particular attention will be paid to the 29th best practice: Climate Adaption and Community Resilience.

To complement the best practices, the team will also collect seven years of city-specific data for energy, water, travel, waste, and greenhouse gas emissions. These metrics will provide a baseline for goal-setting, inform the prioritization of policies and programs, and support future climate action planning. Additionally, this data collection will support Step 4 recognition through GreenStep Cities.

RCA Exhibit D

Implementation

WSB is committed to developing actionable implementation plans with all of the comprehensive plans we work on. Because we are municipal planners, we understand what it takes to bring plans to fruition and the level of specificity required by staff. During this chapter, WSB will develop a concise and easy-to-use implementation matrix built on the goals developed earlier in the planning process. The matrix will identify specific actions related to the goals so that the City can see what needs to be done. The matrix will also include responsible parties, the timeframe for completion, and measurable outcomes to gauge the City's progress.

Matrix example: Grand Forks

Type	Action	Who	When
Strategic Partnership	Survey or meet with larger employers in town to determine what new employees are seeking in housing and other livability issues.	City planning staff	Long term
Strategic Partnership	Annually convene a meeting with all appropriate Private/Public Utility and Resource Management Agencies to coordinate planning activities.	City engineering and planning staff	Ongoing
Strategic Partnership	Work collaboratively with community partners including the University, and the Grand Forks Region Economic Development Corporation on promotion and development of available industrial and office space in the City.	City planning staff, Mayors Vibrancy Initiative	Short term

Funding Opportunities

The WSB team will also include funding opportunities within the implementation chapter of the Plan. Roseville may be eligible for Livable Communities, Brownfield and other grants to assist with the implementation of the Plan. At WSB, we believe that it is our responsibility to bring funding opportunities to the cities we serve. As such, we have developed a dedicated grant and funding committee comprised of WSB staff members from our various service areas. These specialists will be able to discover new funding opportunities for the City. They will also prepare any funding applications the City would like to pursue.

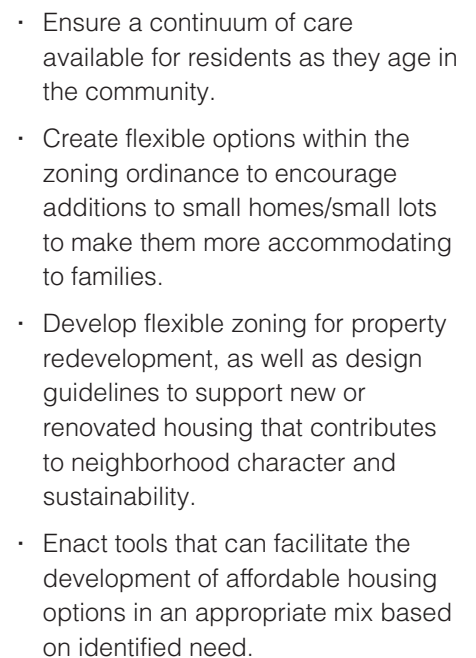
WSB staff has assisted our clients with grant/funding applications resulting in more than \$100 million of financial assistance since 2009. We are highly experienced and successful in preparing applications for the following funding sources: MnDNR Trail Grants, Legacy Partnerships, SRTS Funding, MnDOT HSIP, LRIP, BSWR Clean Water Funds, Watershed District Grants, MDH Funding, Public Facilities Authority (PFA) Loans, DEED, CIMS Grants, AAA Funding for Pedestrian Safety Improvements, USDA Rural Development Grants and Loans, and State Revolving Loans.

As a value-added service, WSB offers an annual funding analysis for client cities to address the needs of their top priorities. WSB does not charge for this service.

Transportation

Housing and Neighborhoods

To begin this process, the WSB Team will work with staff to conduct a robust analysis of the existing housing stock in the City and compare it with demographic trends. This will illustrate potential gaps in the City's current housing inventory from a physical and cost standpoint. Based on what gaps are identified, we will provide strategies to:



RCA Exhibit D

Economic Development

Our team will coordinate with the newly formed EDA and City staff to create an economic development element that provides realistic tools for growth and redevelopment. This element will be guided by the EDAs recently developed strategies including their recent work for the business assistance policy and the discussions for the continuation of the business retention and expansion program. We understand that the changing demographics of Roseville can spur additional economic growth through new business creation in addition to changing the face of housing in the City.

We further understand that Roseville's primary focus will be on redevelopment of existing sites. As such, economic development strategies must identify the resources available (to the City and to businesses) to assist with the higher costs associated with redeveloping those types of sites.

In order to assist staff with the Economic Development element of the Comprehensive Plan, the WSB Team proposes the following sub-tasks:

- Facilitating a meeting with the EDA and other stakeholders to develop a Strengths-Weaknesses-Opportunities-Threats (SWOT) analysis for the community focused on development and redevelopment issues.
- Holding a meeting with City staff to create a strategic Economic Development Vision.
- Creation of a location map for areas that will be high priority redevelopment areas as the city continues to grow. This map will be integrated with the future land use map.
- Goals and objectives integrated into the Implementation element of the Comprehensive Plan



As an additional add-on, WSB offers an Economic Development Strategic Plan that takes the Comprehensive Plan one step further. The strategic plan will be based upon the Economic Development Vision from the SWOT analysis and will include assigned tasks and timelines for their completion. Implementation strategies will include specific funding sources for potential new programs and projects utilizing WSB's Grants and Funding Program we have developed a dedicated grant and funding committee comprised of WSB staff members in our various service areas. These specialists will be able to discover new funding opportunities for the City of Apple Valley. They will also prepare any funding applications the City would like to pursue. Staff at WSB have assisted our clients with grant/funding applications that resulted in more than \$116 million of financial assistance since our firm's inception. As a value-added service, WSB offers an annual funding analysis for our client cities to address the needs of their top priorities. WSB does not charge for this service. The newly formed Economic Development Administration will be able to take the Strategic Plan and use it as a work plan to guide economic growth and development in the City.



Environmental Protection

This chapter is primarily being developed by City Department of Public Works staff and another consultant. Our team will provide information, projections and scenarios to help inform the environmental protection strategy. We will also collaborate to ensure consistency this and other comprehensive plan elements.

Utilities

Our team will coordinate with the DPW and other City consultants. We will integrate this element into the final plan document and ensure that the actions in this chapter are consistent with the overall goals of the plan.

RCA Exhibit D

Other Planning Elements

Thrive 2040 Outcomes

Throughout the planning process, the WSB team will use the five primary regional planning outcomes as lenses for updating goals and policies. Questions that will be asked as we develop goals and policies include:

Stewardship

Does the goal/policy responsibly manage natural and financial resources? Is this a strategic investment in the City's future?

Prosperity

Does the goal/policy create investment in infrastructure and amenities that fosters economic competitiveness? Are we providing great places for businesses to succeed?

Equity

Does the goal/policy connect all residents to opportunity? Does the goal/policy create viable housing, transportation and recreation options for people of all races, ethnicities, incomes and abilities?

Livability

Does this goal/policy create vibrant places, renew underlying infrastructure, investment in parks or affordable housing? Are we providing housing and transportation choices that attract and retain a talented workforce?

Sustainability

Does this goal/policy protect the City's vitality for generations to come? Are we considering climate change mitigation and adaptation with this policy?



Public Safety

As with the outcomes from Thrive 2040, the WSB team will incorporate public safety as a “lens” throughout the process. In particular, goals, objectives, and policies strategies will be developed and vetted with local law enforcement officers to determine if changes can be made to improve public safety. Community Service Officers and Police Department heads will be integrated into the engagement process via a Public Safety focus group. We propose that the focus group meets quarterly to review/comment on the process and draft plan.

RCA Exhibit D

Public Engagement

From our previous work in Roseville, the WSB/LHB team appreciated the passion and commitment that residents have for their community, as well as the strong commitment of City staff and political leaders to engage with those residents in a meaningful way. We also know that this community is actively and proactively committed to the success of Roseville and its thoughtful evolution as a first-ring suburb. The residents of Roseville are deeply invested in their community, as proven in the “Imagine Roseville 2025” and Parks and Recreation Master Planning processes, and we want this project to benefit and gain from that investment. A carefully-crafted community engagement process will build on that foundation and continue the energetic dialogues that have already been sparked, as well as finding opportunities for new ideas and energy. Our collaborative approach to public processes will help build consensus and momentum for progress, leading to long-term relationships that support ongoing efforts.

Our team of community engagement specialists will work with Roseville to ensure that meetings and other engagement tools are customized to the community’s needs to ensure they are efficient, effective, and build momentum for the project. In this proposal, we are making several suggestions about tools and processes based on LHB’s work on the Parks and Recreation Master Plan, with the notable difference being that staff will act as a steering committee, rather than a team of community stakeholders. Several tools are outlined below and on the following page that we think will work well for this project, but we will refine this approach based on early conversations with the City, as well as make ongoing adjustments to the plan through the project process.

Public Workshop

We know from previous work in Roseville that stakeholders are willing to offer their guidance and insights at public workshops. We will use an initial workshop to introduce the Comprehensive Planning process, review opportunities and challenges, envision future scenarios, and confirm or refine Roseville’s shared vision.



Intercepts

These are an especially powerful tool for efficiently getting information to and from a community because we meet them where they are. We take simple exercises out to pre-existing events or popular places (fairs, farmer’s markets, churches, malls, parks, busy intersections, etc.) and receive live feedback. We provide boards and simple instructions, which can be deployed by others or even allowed to stand unattended in certain cases, making this a very cost-effective tool. The specific schedule for intercepts will be developed with City staff, but may include:

- Events at the Fairview Community Center
- Attendance at the Tuesday Farmer’s Market
- Rosefest in late June
- Nature Center Open House in late January
- Arts at the Oval in late March
- Wild Rice Festival in September

RCA Exhibit D

Online Forum and Survey

Our team uses a tool called, “mySidewalk” to provide an online resource and forum for discussion. The mySidewalk application allows individuals to provide their opinions and insight on their smartphones, tablets, or laptops at any time. mySidewalk can be easily incorporated into existing social media platforms. It provides options for polling, survey, and two-way postings for individuals to comment or share ideas about what they want for Roseville. We also anticipate providing an online community survey to supplement our other engagement events. This is not intended to be a statistically valid survey, but an additional and cost-effective way for residents to participate in the process in a meaningful way.

In addition to the project website, our team will utilize social media to get the word out on engagement events and to solicit input on project milestones. Specific social media “boosts” will also be used to target typically underrepresented groups in Roseville. Those groups can be selected based on age, language, location, and other factors to increase the reach of our social media campaign.

Stakeholder Interviews

In key subject areas, we find that targeted one-on-one or small group interviews are the most effective way to explore topics in more depth. Our team will work with Roseville to determine what subjects and persons will most logically be approached with this method.

Specific stakeholder groups may include (among others):

- Neighborhood meetings in the planning districts
- A developer roundtable to discuss future land use and economic development with local developers
- Participants in the Early Childhood and Family Education (ECFE) program
- The City’s Human Right’s Commission
- Police and Community Service Officers
- Residents of large rental communities
- Roseville Business Council
- Consultation with the Roseville Area School’s Office of Equity and Integration
- Events at the Adult Learning Center at the Roseville



Public Open House and Online Feedback

Later in the project process, we will present project recommendations at an open house in order to follow-up with participants in earlier public processes. At this event, we will be confirming or refining recommendations and ensuring that we have fully reflected the community’s vision for project outcomes. This will be accompanied by an online posting of open-house materials with the capacity to record input for those who can’t attend the open house.

Meetings-in-a-Box (MIBs)

MIBs are useful for many of the same reasons that intercepts are: we provide fairly self-explanatory materials that nearly anyone can use. LHB will provide a box with presentation materials, discussion questions, and other project information that can be presented by anyone with an interest in the project. We also provide forms for facilitators to record their findings and observations. The MIBs are usually taken to meetings that already are taking place (rotary clubs, neighborhood events, board meetings, etc.) so that information about the project can be disseminated and interest can be generated in providing feedback via other tools, such as online surveys.

Listening Sessions

These events are a great way to develop trust with certain communities because they focus on listening to concerns and ideas, rather than presenting or delivering information - though of course there’s some room for both. We provide a series of questions about the topic and can either lead the meeting or support the City in doing so.

Schedule

Below is the proposed project schedule, indicating both Public Involvement and Deliverables .

2016		2017											
NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kickoff meeting with City staff		Kickoff meeting with Planning Commission Background data, demographics, community context information gathering	Discussion of goals, objectives		Identify under utilized sites Evaluate land use categories	Discuss future land use plan impacts with other consultants		Evaluate planning districts				Integration of plan elements (including Environmental Protection, Transportation, Utilities)	Plan submitted for 6-month local review period
Draft public engagement plan	Final public engagement plan	Develop publicity for Plan and public kickoff	Public kickoff/ workshop Begin online survey	Intercepts	Present draft goals and objectives to public for feedback (online and at Intercepts)	Intercepts	Stakeholder interviews, intercept (Rosefest)	Stakeholder interviews	Online feedback	Online feedback, intercepts (Wild Rice Festival)	Public open house		Public hearing
	Create Table of Contents for the plan based on staff input		Draft introduction chapter	Draft vision chapter with goals and objectives, draft community context, revised introduction chapter		Initial land use scenario	Revised land use scenario	Finalized future land use	Housing and neighborhoods chapter	Economic development chapter	Parks and Recreation chapter Resilience chapter	Complete draft plan	Final plan submitted for City approval

Additional Information



Technology & Research Capabilities

WSB and LHB utilize technology to supplement the planning process and increase efficiencies where possible. The following list contains tools we have incorporated in other project and are proposing to use for the Roseville Comprehensive Plan Update:

- mySidewalk (project website, online surveys and dialogue)
- Social media
- Primavera P6 (project management)
- DataLink (GIS data)
- ESRI Business Analyst (economic development data)
- Mentimeter (real-time surveys, feedback, and audience engagement)

Workload Statement

WSB recognizes that our performance on projects is the single most important factor in client satisfaction and repeat business. Therefore, we put maximum emphasis on making sure our staff assigned to project teams are available to meet project schedules and provide our clients with the highest quality service. We have weekly and monthly project manager and project team meetings to keep our schedules and workloads on track. Additionally, because we don't have any independent profit centers, we can pull employees from across all groups to be on a project team, and often do in order to put the specific experts on specific projects. Additionally, we are proposing to use Primavera P6, a sophisticated project management software used for large projects. This software tracks project budget, milestones, schedule, project delays (extra public meetings, for example), and produces monthly reports to include with invoices.

We can state with confidence that we are able to respond to your needs on a short notice and meet your timelines.

Compensation/Fee Schedule

<i>2040 Roseville Comprehensive Plan Update</i>		
Segment	Plan Element	Total
Public Participation	Community Engagement Plan	\$1,900
	Public Open Houses/Workshops (2)	\$8,200
	Intercepts (6)	\$17,700
	Stakeholder Interviews (6)	\$6,000
	Listening Sessions (2)	\$3,600
	Online forum and survey (2)	\$5,500
	ECFE Sessions (3)	\$1,600
	Meeting in a box (1)	\$4,700
<i>Subtotal</i>		\$49,200
Planning Services	Update of Existing Plans and Exhibits	\$12,800
	Analysis of Future Issues and Exhibits	\$52,700
	Implementation and Exhibits	\$5,800
<i>Subtotal</i>		\$76,300
Grand Total Fee		\$125,500

Optional Add-on: EDA Strategic Plan: \$10,000

RCA Exhibit E



2040 Comp Plan Consultant Selection Survey

Thanks for participating in the Comprehensive Plan Consultant selection process. Before ranking the two firms, you are welcome to review the consultants' proposals and their October 17th presentations to the City Council. ***This survey will be available until 11:30 pm, Sunday, October 30.***

[Cunningham Group Proposal](#)

[WSB Proposal](#)

[Roseville City Council Meeting](#)

The Cunningham Group's presentation begins at minute xx.xx

WSB's presentation begins at minute xx.xx

In terms of the areas below, which firm would you recommend the Council hire to update the City's Comprehensive Plan: *

	Cunningham	WSB	No Preference
Approach to Updating the Comp Plan	☐	☐	☐
Public Engagement	☐	☐	☐
Innovation & Creativity	☐	☐	☐
Positive and Effective Public Interaction	☐	☐	☐
Project Cost	☐	☐	☐

Anything else you'd like the Council to consider when deciding which firm to choose?

Please let us know if you have any other comments regarding the consultants' presentations as well as anything else you'd like the Council to consider when deciding which firm to choose:

Limit: 200 words

0/200 words