

CITY OF GLENDALE

NOTE MEETING PLACE:

**The Plan Commission will meet in the
David Hobbs Honda for the People Community Room
Richard E. Maslowski Community Park
2200 West Bender Road
Glendale, Wisconsin 53209**

AGENDA—PLAN COMMISSION

**Wednesday, May 29, 2019
6:00 P.M.**

1. Roll Call and Pledge of Allegiance.
2. Review of Comprehensive Plan Project Process and Timeline.
3. Adjourn.

NOTICE: This is NOT a meeting of the Glendale Common Council. Although a majority of Council Members may be present, Council action will not take place.

-Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.-



SUBJECT: Review of Comprehensive Plan Project Process and Timeline.

FROM: Rachel Safstrom, City Administrator

MEETING DATE: May 29, 2019

FISCAL SUMMARY:

Budget Summary:	Capital Projects
Budgeted Expenditure:	\$50,000
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	N/A

BACKGROUND/ANALYSIS:

In November 2018, the Council forwarded the 2040 Glendale Vision Plan to the Plan Commission. The next step in the process is to update the Comprehensive Master Plan. This project will be overseen by the Plan Commission.

In April, the Common Council approved a contract with Vandewalle & Associates for the project. It was stated that the Plan Commission will review the scope and it was possible the Commission would request additional funding for a broader scope of the project.

RECOMMENDATION:

Jolena Presti, Principal Planner with Vandewalle & Associates will be at the meeting to discuss the scope of services and benefits from additional services proposed. In addition to the additional services presented, staff discussed the possibility of the Plan Commission having more than 2-3 meetings during this process. If the Plan Commission would like a broader scope, the Common Council would need to approve an amended contract.

ACTION REQUESTED:

A motion may be made to amend the contract if the Plan Commission determines it to be necessary.

ATTACHMENTS:

1. Proposed timeline of the project.
2. Updated proposed scope of services.



VANDEWALLE & ASSOCIATES INC.

May 2, 2019

Agreement for Comprehensive Planning Services

THIS AGREEMENT is made and entered into by and between the “Client” City of Glendale, Wisconsin, and VANDEWALLE & ASSOCIATES, INC., Madison, Wisconsin, a professional planning and design firm. For purposes of this Agreement, the “Project” is defined preparation of an update to the City’s Comprehensive Plan (Plan).

Article I Scope of Work

- A. VANDEWALLE & ASSOCIATES agrees to provide the following “Services”:

WORK ELEMENT ONE: PREPARATION AND ANALYSIS

Task 1.1: Base Map Compilation and Preparation

VANDEWALLE & ASSOCIATES will coordinate with the City, Milwaukee County, Southeastern Wisconsin Regional Planning Commission (SEWRPC) and other agencies to collect background mapping data and assemble that information into a digital base map for the City. With data provided by the City, VANDEWALLE & ASSOCIATES will prepare maps depicting existing conditions such as jurisdictional boundaries, natural features, transportation facilities, and utilities and community facilities. These will be incorporated into the Comprehensive Plan. ArcView GIS software will be used for mapping.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way • Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631

www.vandewalle.com

Shaping places, shaping change

Task 1.2: Stakeholder Interviews, City Tour, and Land Use Inventory

VANDEWALLE & ASSOCIATES will facilitate up to four stakeholder interviews or focus group meetings with key City stakeholders, during a half-day at City Hall. Each interview or focus group meeting will be centered on a different topic of importance to the City and the Comprehensive Plan Update. Typical participants include major employers, school district representatives, key property owners, developers, recreation/tourism representatives, business owners, and interested parties who are knowledgeable of particular community issue. Specific comments will remain confidential, but the input will be incorporated into the Plan. VANDEWALLE & ASSOCIATES will advise on focus group formation and will provide a model invitation for each focus group. City Staff will develop the invitation lists, send the invitations, and collect RSVPs.

VANDEWALLE & ASSOCIATES will participate in a City tour, led by City Staff, to study existing conditions.

Following the tour, VANDEWALLE & ASSOCIATES will work closely with the City to prepare a list of land use categories that reflect not only land use type, but also community character type. VANDEWALLE & ASSOCIATES will use data from SEWRPC as a starting point for this inventory and will create a preliminary Existing Land Use Map and will work with the City to update the Existing Land Use Map for the City based on air photo interpretation and field checks.

Deliverables: Focus group model invitations; summary of stakeholder interview input; preliminary Existing Land Use Map and existing land use categories.

Task 1.3: Data Collection and Analysis

VANDEWALLE & ASSOCIATES will collect data necessary to meet Wisconsin's comprehensive planning law and nine required elements. Data collection will be related to Glendale's economic base, population and demographics; land use; housing; transportation; utilities and community facilities; natural and cultural resources; and intergovernmental cooperation. This data will be presented through a combination of text, tables, graphs, and maps in the plan document.

Task 1.4: Review and Summarize Existing Plans and Ordinances

VANDEWALLE & ASSOCIATES will review, summarize, and analyze relevant plans, studies, and ordinances, including the existing Comprehensive Plan, Glendale 2040 Vision, redevelopment and TIF district plans, sub-area and neighborhood plans, land use plans, and existing zoning ordinances, as provided by the City.

Task 1.5: Ongoing Project Management and Coordination

VANDEWALLE & ASSOCIATES will engage in regular communication on this project with City Staff, including staff-consultant meetings, phone communications, and emails.

Task 1.6: Comprehensive Plan Update Project Kick-off Meeting

VANDEWALLE & ASSOCIATES will lead a project kick-off meeting to discuss the concept and requirements of the Comprehensive Plan Update early in the process. Project Kick-off meeting typically includes leadership from City departments, the Plan Commission, and Common Council. VANDEWALLE & ASSOCIATES will prepare an agenda and other meeting materials and facilitate the meeting. The City will be responsible for scheduling, distributing meeting materials, and providing proper notification of the meeting.

Deliverables: Meeting agenda and materials in digital format (PDF)

Task 1.7: Project Team Meetings

The Project Team will include City staff and other individuals recommended by City staff (such as elected officials or co-consultants). The Project Team will provide guide the Comprehensive Plan Update process. VANDEWALLE & ASSOCIATES will attend up to four working

sessions with the Project Team regularly throughout the planning process in person or via phone. Meetings will be strategically scheduled to provide timely direction on all key phases of the planning process particularly related to community participation and to correspond with key milestones of the project. VANDEWALLE & ASSOCIATES will prepare agendas for each meeting.

WORK ELEMENT TWO: ACTION-ORIENTED COMPREHENSIVE PLAN DOCUMENT

Task 2.1: Targeted Planning Areas Map

VANDEWALLE & ASSOCIATES will develop a map that communicates economic/development opportunities built on place-based assets and identifies high priority/targeted planning areas community-wide. This summary map will communicate “big picture” ideas and recommendations for the community. These recommendations will be guided by regional, county, and local assets. The Targeted Planning Areas will have geographic definition as well as suggested “economic roles” and supporting recommendations for each of these areas.

Deliverable: One draft and one final 11x17” Targeted Planning Areas Map in digital format (PDF)

Task 2.2: Draft and Final Comprehensive Plan Documents and Maps

VANDEWALLE & ASSOCIATES will prepare a draft Comprehensive Plan (Draft #1) for review by City staff. The Plan will include the state’s required comprehensive plan elements, which may be integrated to produce a more streamlined, action-oriented plan. In addition to the required maps and background data required by the state, the Plan’s central components will include:

- Targeted Planning Areas Map
- Updated Future Land Use Map with recommendations for underutilized lands, key redevelopment sites, and future growth areas

- Forward-looking recommendations guided by the visioning process, public engagement steps, and the input of the Plan Commission and City staff
- New and updated goals, objectives, and policies
- Implementation Strategy
- Deliverables for Optional Tasks (if selected)

With changes to reflect the comments of the Project Team, VANDEWALLE & ASSOCIATES will prepare a revised draft of the Comprehensive Plan Update (Draft #2) for public review. Following review by the Plan Commission (and the Draft Plan Open House, if included), VANDEWALLE & ASSOCIATES will prepare a third draft of Comprehensive Plan Update (Draft #3) prior to the Common Council public hearing. The City will be responsible for distribution of the draft documents to reviewing bodies and staff.

VANDEWALLE & ASSOCIATES will prepare the final version of the Comprehensive Plan Update following its adoption by the City Council. VANDEWALLE & ASSOCIATES will provide digital copies of the final Comprehensive Plan to neighboring and overlapping jurisdictions as required by state statutes.

Deliverables: Digital copies (PDF) of Draft #1 Draft #2, Draft #3, and the Final Comprehensive Plan, including maps and text. One bound hardcopy of the final document, including all graphics and maps. All relevant GIS data, metadata, and digital map documents (PDF) used in this project.

WORK ELEMENT THREE: PUBLIC ENGAGEMENT AND COMMUNICATIONS

Task 3.1: Public Participation Plan and Strategy

In accordance with state statutes, VANDEWALLE & ASSOCIATES will create a Public Participation Plan that describes the public participation opportunities included in this project. The Public Participation Plan will be reviewed and recommended by the Plan Commission and adopted by the City Council.

Deliverables: Public Participation Plan document, model Plan Commission resolution, model City Council adopting resolution.

Task 3.2: Community Engagement Workshop

VANDEWALLE & ASSOCIATES will plan and execute an interactive public workshop that addresses key priorities for the Comprehensive Plan Update. VANDEWALLE & ASSOCIATES will suggest several options for the workshop, and the ultimate and topics will be approved by the City. VANDEWALLE & ASSOCIATES will develop publicity materials for this event and prepare a presentation packet for workshop participants, including an agenda, worksheets, and instructions and will facilitate this workshop and provide necessary graphic and narrative support.

Deliverables: All workshop materials for presentation and distribution, including an agenda and worksheets; compilation of workshop results; model press release and flyer.

Task 3.3: Plan Commission Meetings

VANDEWALLE & ASSOCIATES will attend two working meetings with the Plan Commission to concentrate on specific issues related to Comprehensive Plan Update development.

Deliverables: Meeting agenda and materials in digital format (PDF).

Task 3.4: Plan Commission Meeting to Recommend Draft Plan

VANDEWALLE & ASSOCIATES will attend a meeting of the Plan Commission to present the Comprehensive Plan Update. At this meeting, the Plan Commission will recommend the Plan to the Common Council. Per state law, the public hearing must be held by the Common Council. If desired by the City, a joint public hearing attended by both the Plan Commission and Common Council can be held to provide Plan Commissioners the opportunity to hear the public testimony before recommending the Plan.

Deliverables: Model Plan Commission resolution.

Task 3.5: Common Council Public Hearing

VANDEWALLE & ASSOCIATES will attend and present the Comprehensive Plan Update at the formal public hearing prior to adoption by the Common Council.

Deliverables: Model public hearing notice; model City Council adoption ordinance.

OPTIONAL TASKS FOR CONSIDERATION

Task 1: Asset Inventory and Economic Opportunity Analysis

Based on our knowledge of Glendale and our due diligence efforts in Work Element One, VANDEWALLE & ASSOCIATES will review and consider existing economic assets in the City, considering Glendale's locational advantages, existing and planned developments, market data and demographic trends. Major assets are likely well-known by the community, but new opportunities are often uncovered through our analysis.

Deliverables: One draft and one final 11x17" Asset Inventory and Economic Opportunity Analysis Map in digital format (PDF).

Task 2: Community Comprehensive Plan Vision Graphic

VANDEWALLE & ASSOCIATES will prepare a dynamic vision graphic as a communication tool summary as an accompaniment to the Comprehensive Plan. This document will summarize the key recommendations of the plan in an attractive, easy-to-read, and highly visual format. The executive summary graphic can be used as a tool to summarize the plan and encourage community buy-in for the plan recommendations. Its contents will be determined based on public input, input from the City, and the Economic Opportunity Analysis (if included).

Deliverables: One draft and one final one-page Vision Graphic in digital format (PDF).

Task 3: Target Area Conceptual Redevelopment Plan Map, Vision and Strategies

Building off the deliverable of the Targeted Planning Areas Map (Task 2.1), VANDEWALLE & ASSOCIATES will work with the Project Team to prepare a conceptual redevelopment plan map, bird's-eye perspective drawing to communicate the redevelopment vision, and redevelopment guidelines for land use mix, urban design recommendations, redevelopment potential value and infrastructure cost projections, strategies, and next steps recommendations.

Deliverables: One draft and one final of each of the following in digital format (PDF): conceptual redevelopment plan map, bird's-eye perspective drawing, and redevelopment guidelines and recommendations.

Task 4: Project Website and Social Media Content

VANDEWALLE & ASSOCIATES will provide content for a project webpage on the City's website. This could include background information and data, draft documents as they become available, responses to frequently asked questions, timeline and process information, PowerPoint presentations from meetings, and a means for submitting input and comments to City staff and the Project Team.

VANDEWALLE & ASSOCIATES will provide content for the City's existing website and well-established social media channels to host and promote the plan and public input opportunities. This content will primarily direct social media followers to materials on the project website and notify residents of upcoming public engagement events.

Deliverables: Updated content for project website following each revised draft of The Comprehensive Plan or as needed to promote meetings in Work Element Three.

Task 5: Outreach at Community Events

VANDEWALLE & ASSOCIATES will work with the City Project Team to identify opportunities for reaching the public in places they already go. Depending on the time of year, this could include destinations (e.g., the

library, grocery stores, movie theaters, etc.) and/or well-attended events (such as the farmers market, festivals, sporting events, etc.). Our team will attend up to four community outreach events of this nature. VANDEWALLE & ASSOCIATES will set up a table and exhibits and collect feedback forms. The City will be responsible for vendor fees if applicable.

Deliverables: Summary of input received.

Task 6: Draft Plan Public Open House

VANDEWALLE & ASSOCIATES will coordinate a Draft Plan Public Open House to provide an opportunity for residents and stakeholders to learn about the Comprehensive Plan and offer input on the document before it is adopted. VANDEWALLE & ASSOCIATES will help organize and facilitate this two-hour, “drop-in” public event. The Open House will involve a brief presentation by the consultant and will offer a chance for participants to review draft Plan materials and discuss the document with City staff, elected and appointed officials, and the consultant.

To facilitate the Open House, VANDEWALLE & ASSOCIATES will present the draft plan, prepare exhibits and solicit written and oral feedback. VANDEWALLE & ASSOCIATES will summarize the comments received during the Open House to be shared with City Staff and the Plan Commission. VANDEWALLE & ASSOCIATES will provide the City with a model press release and flyer.

Deliverables: All Open House materials for presentation and distribution, including comment forms, display items, and presentation materials; flyer; summary of public input received.

- B. Additional Services, beyond those stated in Article I.A., may be provided through a “Work Order”.
- C. VANDEWALLE & ASSOCIATES agrees to provide its professional Services in accordance with generally accepted standards of its profession.

Article II Client Responsibilities

- A. The Client agrees to provide VANDEWALLE & ASSOCIATES with all base maps, blueprints, aerial photos, studies, reports, and ordinances needed to complete these Services. VANDEWALLE & ASSOCIATES may reasonably rely on the accuracy and completeness of these items. The Client agrees to provide these items and to render decisions in a timely manner so as not to delay the orderly and sequential progress of VANDEWALLE & ASSOCIATES Services.
- B. The administrative liaison between VANDEWALLE & ASSOCIATES and the Client will be Todd Stuebe, Director of Community Development.
- C. The Client agrees that the following individuals are approved to authorize Additional Services via a Work Order:

Name	Title
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Name	Title
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- D. The Client understands that any work product delivered in electronic form under this Agreement may require the Client to use certain third-party hardware and/or software products. The Client shall be solely responsible for obtaining licenses to use such third-party software. VANDEWALLE & ASSOCIATES makes no warranties or representations as to the quality, capabilities, operations, performance or suitability of any third-party hardware or software including the ability to integrate with any software currently in use by the Client. The Client acknowledges that the quality, capabilities, operations, performance, and suitability of any third-party hardware or software lie solely with the Client and the vendor or supplier of that hardware or software.

- E. If the Client makes any modifications to Deliverables, Client shall either 1) obtain the prior written consent of VANDEWALLE & ASSOCIATES; or 2) remove VANDEWALLE & ASSOCIATES name from the Deliverables. In the event that the Client selects option #2, VANDEWALLE & ASSOCIATES shall not be liable or otherwise responsible for such modifications or their effect on the results of the implementation of the recommendations contained in such Deliverables.

Article III Estimated Schedule

- A. Services in this Agreement shall commence from May 6, 2019, and be in effect through July 30, 2020, unless the parties agree otherwise.
- B. VANDEWALLE & ASSOCIATES shall render its Services as expeditiously as is consistent with professional skill and care. During the course of the Project, anticipated and unanticipated events may impact the Project schedule and VANDEWALLE & ASSOCIATES shall not be responsible for any delays caused by factors beyond its reasonable control.

Article IV Costs and Payment

- A. All work for Work Elements One through Three (without optional tasks) will be completed on a time and materials basis with the budget for the Project not to exceed \$50,000. All work for the project, including optional tasks, will be completed on a time and materials basis with the budget not to exceed \$75,620. Client acknowledges that significant changes to the Project schedule, budget or Project's scope may require Additional Services for which the parties may (but are not required to) enter into a separate Work Order (see Article I.B.).
- B. VANDEWALLE & ASSOCIATES shall send Client an invoice for Professional Fees and Reimbursable Expenses once a month. Client shall pay VANDEWALLE & ASSOCIATES the amounts due under such invoice upon receipt of such invoice. A service charge of 1% per month may be charged on all amounts more than 30 days after date of invoice.

Article V Termination

- A. Either the Client or VANDEWALLE & ASSOCIATES may terminate this Agreement upon seven days written notice.
- B. If terminated, the Client agrees to pay VANDEWALLE & ASSOCIATES the hourly rates for all Services rendered and Reimbursable Expenses incurred, up to the date of termination.
- C. Upon not less than seven days' written notice, VANDEWALLE & ASSOCIATES may suspend the performance of its Services if the Client fails to pay VANDEWALLE & ASSOCIATES in full for Services rendered or Reimbursable Expenses incurred. VANDEWALLE & ASSOCIATES shall have no liability because of such suspension of service or termination due to nonpayment.

Article VI Dispute Resolution

VANDEWALLE & ASSOCIATES and the Client agree to mediate claims or disputes arising out of or relating to the Agreement. The mediation shall be conducted by a mediation service acceptable to the parties. A demand for mediation shall be made within a reasonable time after a claim or dispute arises. In no event shall any demand for mediation be made after such claim or dispute would be barred by the applicable law.

Article VII Intellectual Property; Confidentiality

- A. Except as otherwise provided by law: upon payment in full by the Client to VANDEWALLE & ASSOCIATES for Services rendered and Reimbursable Expenses incurred pursuant to this Agreement, VANDEWALLE & ASSOCIATES shall grant the Client a non-transferable, non-exclusive, perpetual license to use any and all Work Product developed or produced by VANDEWALLE & ASSOCIATES pursuant to this Agreement. As used in this Agreement, "Work Product" means all inventions, processes, data, documents, drawings, records, and works of authorship, whether or not

copyrightable or patentable, that are originated or prepared by VANDEWALLE & ASSOCIATES in the course of rendering the Services under this Agreement. Until the Client pays VANDEWALLE & ASSOCIATES in full for Services rendered and expenses incurred pursuant to this Agreement, Client may not use any Work Product to complete the Project with others unless VANDEWALLE & ASSOCIATES is in material breach of this Agreement.

- B. Except as otherwise provided by law: The Client shall not communicate, publish, or otherwise disclose to a third party or authorize or induce anyone else to use, communicate, publish, or otherwise disclose, any nonpublic information pertaining to VANDEWALLE & ASSOCIATES, including, without limitation, any information relating to pricing, products, or ideas of VANDEWALLE & ASSOCIATES. Until VANDEWALLE & ASSOCIATES is paid in full by the Client for Services rendered and expenses incurred pursuant to this Agreement, Client shall not communicate, publish, or otherwise disclose to any third party, any information pertaining to or summaries of the Work Product, except as otherwise provided by law, including, but not limited to Wisconsin Public Records Laws.

Article VIII Miscellaneous Provisions

- A. Wisconsin law governs this Agreement (without regard to its conflict of law principles or rules of construction concerning the draftsman hereof).
- B. This Agreement is the entire and integrated agreement between the Client and VANDEWALLE & ASSOCIATES, and supersedes all prior negotiations, statements or agreements, either written or oral, with regard to its subject matter. This Agreement may be amended only by written instrument signed by both the Client and VANDEWALLE & ASSOCIATES. Neither party can assign this Agreement without the other party's prior written permission.
- C. Notwithstanding any other term in this Agreement, VANDEWALLE & ASSOCIATES shall not control or be responsible for another party's means, methods, techniques, schedules, sequences or procedures, or for construction safety or any other related programs.

- D. The parties acknowledge that society has become more and more litigious over the years. Despite having done everything right and fulfilling its obligations under this Agreement, VANDEWALLE & ASSOCIATES may be brought into a lawsuit or other action regarding the Project or other activities of the Client. To avoid VANDEWALLE & ASSOCIATES from incurring significant financial obligations when it has properly performed under this Agreement, the Client agrees to indemnify, defend and hold VANDEWALLE & ASSOCIATES, its agents and employees harmless from and against any and all claims, liabilities, suits, demands, losses, costs and expenses (including reasonable attorneys' fees), arising out of the Project or the performance or non-performance of obligations under this Agreement, except to the extent the same are directly caused by VANDEWALLE & ASSOCIATES' negligence or willful misconduct related to this Agreement.
- E. In the event that any suit or action is instituted to enforce any provision in this Agreement, the prevailing party in such dispute shall be entitled to recover from the losing party all fees (including legal and accounting fees), costs and expenses of enforcing any right of such prevailing party under or with respect to this Agreement, including without limitation, all costs of appeals. For purposes of this provision, "prevailing party" shall include a party that dismisses an action in exchange for payment of the sum allegedly due, performance of covenants allegedly breached, or consideration substantially equal to the relief sought in the action or proceeding.
- F. VANDEWALLE & ASSOCIATES reserves the right to include representations of the Project in its promotional and professional materials.
- G. In order for VANDEWALLE & ASSOCIATES' to provide cost effective services, the parties agree that VANDEWALLE & ASSOCIATES shall not be liable to the Client or any third party for any losses, lost profits, lost data, consequential, special, incidental, or punitive damages, delays, or interruptions arising out of or related to this Agreement, regardless of the basis of the claim. VANDEWALLE & ASSOCIATES' aggregate liability (including attorneys' fees) to the Client shall not exceed the amount of fees actually paid to VANDEWALLE & ASSOCIATES by the Client with regard to the Services or the Work Order for which liability has been asserted.

IN WITNESS WHEREOF, the parties hereto entered into this Agreement as of the latest date noted, below.

City of Glendale

By:

Signature of Authorized Representative Date

Printed Name Title

Signature of Authorized Representative Date

Printed Name Title

VANDEWALLE & ASSOCIATES, INC.

By:

Brian Vandewalle, President Date

ATTACHMENT ONE

FEE SCHEDULE

	<u>Hourly Rates</u>
Company President	\$220 to \$250
Principal	\$175 to \$220
Associate	\$95 to \$120
Assistant	\$75 to \$95
GIS Analyst/Cartographer	\$85 to \$95
Communications Specialist	\$65 to \$120
Project Assistant	\$45 to \$65

**ATTACHMENT TWO
PROJECT BUDGET**

City of Glendale Comprehensive Plan Update Estimated Project Budget

Total Cost
(including Consultant Hours,
Travel and Material
Expenses)

Work Element One: Preparation and Analysis **\$22,605**

Task 1.1	Base Map Compilation and Preparation	\$2,240
Task 1.2	Stakeholder Interviews, City Tour, and Land Use Inventory	\$6,110
Task 1.3	Data Collection and Analysis	\$1,460
Task 1.4	Review and Summarize Existing Plans and Ordinances	\$2,075
Task 1.5	Ongoing Project Management and Coordination	\$5,460
Task 1.6	Comprehensive Plan Update Project Kick-Off Meeting	\$1,380
Task 1.7	Project Team Meetings	\$3,880

Work Element Two: Action-Oriented Comprehensive Plan Document **\$20,245**

Task 2.1	Targeted Planning Areas Map	\$3,535
Task 2.2	Draft and Final Comprehensive Plan Documents and Maps	\$16,710

Work Element Three: Public Engagement and Communications **\$7,150**

Task 3.1	Public Participation Plan and Strategy	\$280
Task 3.2	Community Engagement Workshop	\$2,925
Task 3.3	Plan Commission Meetings (2)	\$2,435
Task 3.4	Plan Commission Meeting to Recommend Draft Plan	\$755
Task 3.5	Common Council Public Hearing	\$755

Total Estimated Project Cost Not to Exceed: **\$50,000**

Optional Tasks for Consideration **\$25,620**

Task 1	Asset Inventory and Economic Opportunity Analysis	\$4,920
Task 2	Community Comprehensive Plan Vision Graphic	\$3,430
Task 3	Target Area Conceptual Redevelopment Plan Map, Vision, and Strategies	\$9,880
Task 4	Project Website and Social Media	\$2,710
Task 5	Outreach at Community Events (4)	\$2,150
Task 6	Draft Plan Public Open House	\$2,530

Total Estimated Project Cost including all Optional Tasks: **\$75,620**