

April 15, 2022

MEMORANDUM

To: City Council
From: Nick Sugar, City Planner
CC: Thom Sheridan, Interim City Manager; Greg Hannan, Community Development Director; Emily Fernandez, Management Analyst
Subj: Comprehensive Plan Framework

Council provided feedback on the proposed 2023 Comprehensive Plan at the March 23, 2022 Workshop session and requested a detailed framework of steering committee and consultant selection, including consultant scope of services.

2015 Comprehensive Plan

Steering Committee: The committee composition and selection process was established through Resolution 14-77 and included the following 18 representatives:

- 6 residents, selected through an application process. Council interviewed and selected applicants through the process used for board and commission appointments.
- 6 city board members, selected by their respective boards (AHBR, BZBA, PC, Economic Growth Board, Park Board, Ad Hoc Connectivity)
- 3 organization members, selected by their respective organizations (HHA, Chamber, Board of Education)
- 2 Council liaisons, appointed by the Council President
- 1 city staff member representing Community Development

Once the application process was completed, the Council president appointment the selected candidates.

Consultant: The following selection process was utilized:

1. Staff prepared a draft Request for Qualifications and Proposals (RFP).
2. The Downtown Phase II Committee (underway ahead of the Steering Committee) reviewed the draft RFP and made initial comment.
3. Council reviewed the draft RFP and made comment.
4. Staff issued the RFP via website and direct submittal to approximately 20 firms.
5. The Community Development Director and City Planner reviewed the six responders and invited three to interview. The selection of three firms was based on an evaluation rubric that had been included in the RFP.
6. Staff issued a memorandum recommending that Council select Houseal Lavigne Associates as the consultant.
7. Council passed Resolution 14-71 authorizing the city manager to enter into contract with Houseal Lavigne Associates.

2023 Comprehensive Plan – Steering Committee Framework

Based on Council feedback, staff proposes the following committee composition with an emphasis on resident representation:

- Resident Representatives: 21 residents, selected through one of the following options:
 - a) Direct Council nomination: Each Council member would directly appoint three resident representatives to the committee; or
 - b) Application Process: Council would advertise for and select representatives through the application process used for Boards and Commissions.

Note: Council could consider a hybrid with 1-2 direct appointments per Council member and the remaining as appointments through an open application. The application-based process would be beneficial to provide an open process to engage residents.

- City Board Representatives: 8 residents - The following boards would be requested to appoint one representative to the committee:
 - AHBR
 - BZBA
 - Cemetery Board
 - Economic Growth Board
 - Environmental Awareness Committee
 - Park Board
 - Planning Commission
 - Tree Commission

Proposed Timeline: Steering Committee Selection

- April 26: Council Discussion of committee composition and establish Ad Hoc Committee of 2-3 Council members to conduct interviews
- May 3: First reading on a resolution establishing a steering committee
- May 17: Second reading
- June 7: Third reading
- July 6: Legislation becomes active
- July/Aug: Boards complete the requested appointments
- July 6–Aug 6: Application period commenced for 30 days
- Aug 16: Council interviews of candidates
- Aug 23: Council interviews of candidates
- Sept 6: Council President announces appointments

Council Discussion: Staff would request direction on the following:

1. Determination on direct appointment vs application-based process
2. Determination on Ad Hoc committee of Council conducting interviews
3. Determination if Council representation is desired on the committee
4. Confirmation of timeline

2023 Comprehensive Plan – Consultant Selection Framework

Proposed Timeline: Consultant Selection

- April 26: Council Workshop - draft RFP review and establishes Ad Hoc Committee of 2-3 members to conduct interviews
- April 29: Staff provides revised RFP per Council's confirmation
- May 5: Staff issues RFP
- June 3: RFP responses due
- June 9: Staff issues submittals to Council with summary matrix
- June 20: Council forwards rankings to staff for preliminary scoring
- June 21: Council confirms the number of firms desired for interview
- June 27, 28: Interviews conducted by Ad Hoc members
- July 12: workshop session – Ad Hoc members report findings to Full Council
- July 19: First Reading on selected consultant
- August 2: Second reading on selected consultant
- August 16: Third reading and action on selected consultant
- Sept 15: Legislation becomes active and contract signed

Council Discussion: Staff would request direction on the following:

1. Determination on Ad Hoc committee of Council conducting interviews
2. Confirmation of timeline

2023 Comprehensive Plan – Proposed Scope of Consultant Services

The services to be provided by the Consultant shall include, but are not limited to the following items:

- Task 1** Develop a successful public engagement plan, utilizing both in-person and online engagement to be implemented with support of staff.
- Task 2** Attend regularly scheduled Steering Committee meetings (mix of in-person and teleconference), Community workshops, and other key special meetings. While these meetings will be scheduled and organized by City staff, the consultant will prepare and conduct key presentations as appropriate.
- Task 3** Perform research analysis and writing of all technical reports unless mutually agreed in writing to be substituted or not included between the Consultant and the City Manager. City staff has identified the following preliminary topics to be further studied.
- Land Use, including study of commercial and residential
 - Connectivity
 - Transportation (note: detailed traffic study not anticipated)
 - Sustainability
 - Public Infrastructure, with emphasis on public utilities
 - Community Facilities
 - Safety
 - Quality of Life (preservation, design, arts, culture)
 - Innovation and Technology
- Task 4** Prepare a complete draft of the updated Comprehensive Plan for Steering Committee and City Council review and comment. Following City Council adoption, the consultant shall provide city staff a high-resolution pdf copy of the final document. Additionally, digital copies of all data and information collected through the process shall be provided in native format, including maps in GIS format.
- Task 5** Correspond with Community Development Staff on a regular basis with regard to assignments and related progress. Provide regular status reports at scheduled Steering Committee meetings.
- Conduct meetings with City staff to clarify any item in the Scope of Services, the Request for Qualifications and Proposal or the conduct of the project which may be questioned by the consultant.

The following services will be performed by City staff:

1. Facilitate meetings, notices, attendance, minutes, and record keeping for the Steering Committee and other key special meetings.
2. Schedule and coordinate engagement meetings.

3. Staff the general awareness/engagement activities including attendance at community events such as Farmers markets and festivals.
4. Manage social media and general community awareness of the project. Provide communications outreach/project updates to the community.
5. Manage the City's online engagement platform, *Let's Talk Hudson (bang the table platform)*.
Link: <https://letstalk.hudson.oh.us/>
6. Update and expand the City's existing conditions report, *Hudson Snapshot*, as requested by the consultant to assist with existing conditions information. The report was completed in January 2022 and is attached for reference.
7. Conduct and summarize community surveys for use by the Consultant.
8. Provide videography and photography of the community and from engagement activities for use by the consultant.
9. Review and provide secondary research and feedback for all technical reports written by consultant.