



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING
CITY OF NEW PORT RICHEY
NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS
5919 MAIN STREET, NEW PORT RICHEY, FLORIDA
April 4, 2017
IMMEDIATELY FOLLOWING THE REGULAR CITY COUNCIL MEETING

AGENDA

ANY PERSON DESIRING TO APPEAL ANY DECISION MADE BY THE CITY COUNCIL, WITH RESPECT TO ANY MATTER CONSIDERED AT ANY MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. THE LAW DOES NOT REQUIRE THE CITY CLERK TO TRANSCRIBE VERBATIM MINUTES; THEREFORE, THE APPLICANT MUST MAKE THE NECESSARY ARRANGEMENTS WITH A PRIVATE REPORTER (OR PRIVATE REPORTING FIRM) AND BEAR THE RESULTING EXPENSE. (F.S. 286.0105)

**ORDER OF
BUSINESS**

- 1 Call to Order - Roll Call
- 2 Approval of March 21, 2017 CRA Meeting Minutes - Page 2
- 3 Resolution No. 2017-11: Hacienda Small-Matching Grant - Page 6
- 4 Recommendation of Firm for Community Redevelopment Plan Update RFP # 17-004 - Page 10
- 5 Adjournment

Agendas may be viewed on the City's website: www.citynpr.org This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990 and Section 286.26, Florida Statutes, all persons with disabilities needing special accommodations to participate in this meeting should contact the City Clerk, 727-853-1024, not later than four days prior to said proceeding.



NEW PORT RICHEY

5919 MAIN STREET • NEW PORT RICHEY, FL 34652 • 727.853.1016

TO: Members of the Community Redevelopment Agency
FROM: Judy Meyers, City Clerk
DATE: 4/4/2017
RE: Approval of March 21, 2017 CRA Meeting Minutes - Page 2

REQUEST:

The request is for the Board of Directors to approve the minutes from the March 21, 2017 CRA meeting.

DISCUSSION:

On March 21, 2017, the Board of Directors met for its regularly scheduled meeting. The minutes from that meeting are attached for the Board's review and approval.

RECOMMENDATION:

Staff recommends that the Board of Directors approve the minutes as submitted.

BUDGET / FISCAL IMPACT:

No funding is required for this item.

ATTACHMENTS:

Description	Type
☐ March 21, 2017 CRA Meeting Minutes	Backup Material



MINUTES OF THE COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING
CITY OF NEW PORT RICHEY
NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS
5919 MAIN STREET, NEW PORT RICHEY, FLORIDA
March 21, 2017
IMMEDIATELY FOLLOWING THE REGULAR CITY COUNCIL MEETING

MINUTES

ORDER OF
BUSINESS

1 Call to Order - Roll Call

The meeting was called to order by Chairman Rob Marlowe at 9:34 pm. Those in attendance were, Director Bill Phillips, Director Judy DeBella Thomas, Director Jeff Starkey and Director Chopper Davis.

Also in attendance were Executive Director Debbie Manns, City Attorney Timothy Driscoll, City Clerk Judy Meyers, Chief of Police Kim Bogart, Finance Director Crystal Feast, Development Director Lisa Fierce, Economic Development Director Mario Iezzoni, Public Works Director Robert Rivera, Library Director Susan Dillinger, Parks and Recreation Director Elaine Smith, Technology Solutions Director Bryan Weed and Human Resources Manager Bernie Wharran.

2 Approval of the October 18, 2016 CRA Minutes - Page 2

Motion was made to approve the minutes as presented.

Motion made by Bill Phillips and seconded by Chopper Davis. The Motion Passed. 5-0. Ayes: Davis, DeBella Thomas, Marlowe, Phillips, Starkey

3 FY2016 Annual Report and Public Notice - Page 5

Executive Director Manns introduced Finance Director Crystal Feast who then presented the item to the Board. She stated that the CRA is required to file an annual report and financial statements to the state and to notify the public as such. Ms. Feast stated that the notice is due to be published on March 25th and will also be available to be viewed on the city website.

Upon opening the floor to public comment, no one came forward therefore Chairman Marlowe returned the floor to the Board. Director Phillips stated there were some corrections to be made. On page one of the report the titles need to be correct. The Mission Statement on page two needs to better define the CRA moving forward. Page five talks about the Residences at Orange Lake but does not properly reflect the phasing of the project. He stated when he looked at the report initially he asked

questions regarding the new commercial businesses and asked for a list of dates when they opened. He stated that many do not fall into this fiscal year. Page seven and thirteen of the report contain the wording economically depressed area of the city and he does not like that connotation. He stated that we show properties valued at 3.2 as of 9/30 but there needs to be some clarity in next bullet point as it casts the CRA as a debt service model and shows rolled over 8.8 million. He stated he wanted report corrected before March 31st deadline so there are no misinterpretations. Director DeBella Thomas stated that there was a typo for the Residences at Orange Lake that it should be track and not trac. Ms. Feast stated that the changes can be made before due date however the two bullet points referred to by Director Phillips are actually two separate points and the 8.8 just references the advance given. Motion was made to approve the item as presented.

Motion made by Bill Phillips and seconded by Judy DeBella Thomas. The Motion Passed. 5-0. Ayes: Davis, DeBella Thomas, Marlowe, Phillips, Starkey

4 Request for Waiver of Penalty Fees from Pasco County - Page 14

Executive Director Manns introduced the item to the Board. She stated that the purpose of this agenda item was to waive penalty fees that were assessed in accordance with Florida Statutes with regard to the delayed payment by the County. She stated that a 5% plus an additional 1% interest fee was assessed for a grand total of \$40,864.81. She stated that this is the first time Pasco County has made an error in the transmission of funds and that staff was recommending approval for the waiver of fees.

Upon opening the floor to public comment, no one came forward therefore Chairman Marlowe returned the floor to the Board. Director Starkey stated that we are waiving the fees as a city that we are entitled to because we want to continue to work with the county. Director Davis stated that we need to remind the county when it is due next year. Director Phillips stated that there will be a new county administrator next year and that there are a number of things to work with the county on. He stated that we understand oversight and could have asked for payment. He also stated he would like consideration for a resolution for Michele Baker to thank her for her years of service and working with City Council. Director DeBella Thomas stated it was in the City's best interest in working with the County and Chairman Marlowe agreed. Motion was made to approve the item as presented.

Motion made by Jeff Starkey and seconded by Chopper Davis. The Motion Passed. 5-0. Ayes: Davis, DeBella Thomas, Marlowe, Phillips, Starkey

5 Commercial Real Estate Grant Program - Page 18

Executive Director Manns introduced Economic Development Director Mario Iezzoni who then presented the item to the Board. He stated that the purpose of this agenda item was to support some private sector projects that need to occur. There is significant capital investment in the urban core. The grant program is designed to provide incentive for big projects to come to the city. This grant program would be for half million dollar projects or bigger. There are significant challenges for building upgrades. The grant program will allow realtors to market the city and with a bigger program it will allow for bigger investors. A key point is that the grant program has to be funded through the budget process and application need to be approved by the CRA Board. The program will consist of a 20% matching grant. The four focus areas include private sector purchase or upgrades to commercial properties, improve leasehold space, redesign of building façade, job creation and retention. The program is supported by Florida Statutes and the City's own CRA plan.

Upon opening the floor to public comment, no one came forward therefore Chairman Marlowe returned the floor to the Board. Executive Director Manns referenced other cities with the same type of programs. They included Hallandale Beach, Davie and Melbourne. Director DeBella Thomas asked if this will be one grant per year of \$100,000 and Mr. Iezzoni replied that it would be based on the amount of the project and limited by funds in the grant program. He stated that the \$100,000 is currently in the CRA budget now.

Director Starkey asked if this was for new purchases or for currently owned buildings and Mr. Iezzoni replied it was for both. Director Starkey stated this would encourage owners to either fix or sell their buildings. Mr. Iezzoni replied that putting this program in back pocket of realtors will allow for conversations for investment.

Director Phillips stated he doesn't mind giving another tool for the toolbox but was leery of how expensive the tools are. He asked for an explanation of the scenario where balance will be forfeited if not approved by city. Mr. Iezzoni replied that this issue has come across in larger development agreements and the provision is in place as a system for checks and balances. Director Phillips stated that we are giving tools to use without instructions. Chairman Marlowe replied that any potential grantee will be before the Board for approval.

Director DeBella Thomas stated that many Main Streets have used this type of program and found when implemented that it enticed entrepreneurs that almost single handedly redeveloped downtowns. She stated she is excited to see this move forward.

Director Starkey asked if this could this be for the Hacienda and Mr. Iezzoni replied yes that the Hacienda is a CRA asset and that the program is going to generate a lot of attention of investors.

Motion was made to approve the item as presented.

Motion made by Chopper Davis and seconded by Judy DeBella Thomas. The Motion Passed. 5-0.
Ayes: Davis, DeBella Thomas, Marlowe, Phillips, Starkey

6 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 10:25 pm.

(signed) _____
Judy Meyers, City Clerk

Approved: _____ (date)

Initialed: _____



TO: Members of the Community Redevelopment Agency

FROM: Mario Iezzoni, Economic Development Director

DATE: 4/4/2017

RE: Resolution No. 2017-11: Hacienda Small-Matching Grant - Page 6

REQUEST:

Approval of Small-Matching Grant Resolution Number 2017-11

DISCUSSION:

The staff wishes to apply for the Historic Small-Matching Grant for the Hacienda Hotel offered by Florida's Division of Historic Resources. The matching grant will require a CRA commitment of up to \$50,000 with an equal amount provided by the Division of Historic Resources.

The grant application deadline is May 1, 2017, with historic preservation funds slated for Florida's July 2018 Fiscal Year.

The Architect, Bender & Associates, recommends the requested funding be utilized to complete the shelling-out phase of the Hacienda, which is expected to be mostly funded with 2017 grant awards. However, based upon an estimate provided by DL Porter, additional funding will be necessary to complete the Hacienda's external envelope. This shelling-out phase includes the installation of windows & doors, mullet stucco repair beneath the installed windows, repair of the historic north face patio, installation of a structural beam in the dining area and construction of the original historic stairway.

Included as backup is an estimate provided by DL Porter and reviewed by Bender & Associates. The estimates includes costs identified in the shelling-out phase of the Hacienda.

It is the strategy of Economic Development to continue to pursue State Historic Preservation Funds to further position the Hacienda as a viable economic model for downtown redevelopment.

Additionally, the goal is to further secure the building in a manner that removes the fencing currently surrounding the property.

A link is provided to the Small-Matching Grant narratives at the Division of Historic Resources.
<http://dos.myflorida.com/historical/grants/small-matching-grants/>

RECOMMENDATION:

Approve Resolution 2017-11

BUDGET / FISCAL IMPACT:

\$50,000 FYE 2018

ATTACHMENTS:

Description	Type
▣ Historic Preservation Grant Resolution	Resolution Letter
▣ DL Porter Estimates	Backup Material

RESOLUTION NUMBER 2017-11

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF NEW PORT RICHEY, AUTHORIZING THE SUBMISSION OF A GRANT APPLICATION TO THE DIVISION OF HISTORIAL RESOURCES FOR SMALL MATCHING HISTORIC PRESERVATION GRANT REQUESTING UP TO \$50,000 FOR THE HACIENDA HOTEL, AND FURTHER AUTHORIZING AN AMOUNT OF UP TO \$50,000 AS THE CITY'S REQUIRED MATCHING FUNDS.

WHEREAS, The Community Redevelopment Agency of the City of New Port Richey has the opportunity to apply for funding in an amount up to \$50,000 for the Small Matching Grant for the Hacienda Hotel, with the stipulation of a 1:1 matching fund ratio; and

WHEREAS, funding in an amount up to \$50,000, necessary for the required match, will be available on July 1, 2018.

NOW, THEREFORE, be it resolved by the Community Redevelopment Agency of the City of New Port Richey, Florida, as follows:

SECTION 1. That the above recitals are hereby adopted.

SECTION 2. The Community Redevelopment Agency hereby authorizes an expenditure of funds up to \$50,000 to be available July 1, 2018 for required matching funds for a grant application to the Florida Division of Historical Resources in quest for funding the Hacienda Hotel.

SECTION 3. That this resolution shall be effective upon adoption.

PASSED AND RESOLVED this 21st day of March, 2017 by the Community Redevelopment Agency of the City of New Port Richey, Florida.

(SEAL)
(ATTEST)

Judy Meyers
City Clerk

Robert Marlowe
Mayor- Chairman

APPROVED AS TO LEGAL FORM AND CONTENT

By _____

Timothy Driscoll, City Attorney

June 14, 2016

(VIA Email) bbender@benderarchitects.com

Mr. Bert L. Bender

Bender & Associates, P.A.

410 Angela Street

Key West, FL 33040

RE: Hacienda Hotel Renovations - New Port Richey
Change Request

Dear Bert & Mario:

As requested, we have put together budget pricing for Mario's use in applying for a DHR Grant application. The following is a breakdown of that pricing:

1. Restore the two historic exterior second floor balconies, we have previously provided a price of \$61,888.00. I would budget the work at \$65,000.00.
2. New doors and windows, assuming you want to use fixed Hopes windows, which I recently sent you pricing on, I suggest the following;

Hopes windows installed	\$350,000.00
New doors & hardware installed as originally specified	\$430,000.00
Exterior stucco and interior plaster repairs at windows	<u>\$ 65,000.00</u>
Total	\$845,000.00
3. Restore the historic Lobby stair - \$25,000.00
4. Structural repairs to the interior arched walls - \$25,000.00

Additional items:

1. Patch the entire historic plaster exterior of the building. Make all areas match the historic "swirl" pattern and remove all conduits, duct work, etc. from the exterior of the building.
Budget - \$50,000.00
2. Clean, patch and seal damage porch floors - \$15,000.00
3. Repair, patch and paint the historic metal balconies - \$20,000.00
4. Install elevator and exit stairs at the west wing:

Elevator	\$ 70,000.00
Concrete and masonry work	\$ 75,000.00
Miscellaneous work required for this install	<u>\$ 50,000.00</u>
Total	\$195,000.00



TO: Members of the Community Redevelopment Agency

FROM: Mario Iezzoni, Economic Development Director

DATE: 4/4/2017

RE: Recommendation of Firm for Community Redevelopment Plan Update RFP # 17-004 - Page 10

REQUEST:

Approval to engage Kimley-Horn to facilitate the required scope of work to update the City's Community Redevelopment Plan.

DISCUSSION:

On January 25, 2017 staff released a Request for Proposal for interested firms to submit for consideration to provide planning services and assisting the CRA and city staff in updating the New Port Richey Community Redevelopment Plan. In response to that RFP, eight (8) firms submitted and are listed below:

- Tindale Oliver – Tampa, FL
- GAI Consultants – Orlando, FL
- Kimley-Horn – Tampa, FL
- Urban Planning – Ft. Lauderdale, FL
- PMG Associates – Deerfield Beach, FL
- S&ME, Inc. – Orlando, FL
- Redevelopment Management Associates – Pompano Beach, FL
- Strategic Development Initiatives – Hobe Sound, FL

A panel of staff members involved in the plan update reviewed each proposal. After considering each submission staff scored the individual firms based upon the ranking matrix provided in the RFP. The top three firms were contacted and subsequently interviewed. The selected top-ranked firms are as follows:

- Strategic Development Initiative
- Kimley-Horn
- SM&E.

On March 17, oral presentations were conducted. Staff discussed each of the three submittals and presentations. And after several days of consideration, staff met and selected Kimley-Horn as the most-qualified firm to fulfill the needs of New Port Richey residents.

Listed are reasons why staff considers Kimley-Horn as the best firm for New Port Richey's CRA plan update:

- Breadth of experience Kimley-Horn brings to New Port Richey in preparing and implementing redevelopment plans.
- An understanding of the unique challenges New Port Richey faces in the continued redevelopment of the City's diverse redevelopment areas.
- Experience with redevelopment and implementation strategies of municipalities with city-wide CRA boundaries.
- A **realistic** view of the economic concerns New Port Richey is confronted with, including both an immediate need for action, as well as a stable, long-term approach to sustainable redevelopment.
- Their long-standing, successful track record of providing professional services, on-time and within budgetary constraints.
- The use of an Economist as part of its data-driven analysis.

- Their enthusiasm demonstrated in oral presentations and overall excitement about working with City stakeholders in assisting in the redevelopment.

RECOMMENDATION:

Approval to proceed with Kimley-Horn to update the New Port Richey CRA Plan.

BUDGET / FISCAL IMPACT:

Negotiated fee for the CRA plan update is \$55,000.

ATTACHMENTS:

Description	Type
☐ Staff CRA Submission Ranking	Backup Material
☐ Kimley-Horn RFP Submission	Backup Material
☐ Kimley-Horn Oral Presentation 3-17	Backup Material
☐ RFP# 17-004 CRA Plan Update	Backup Material

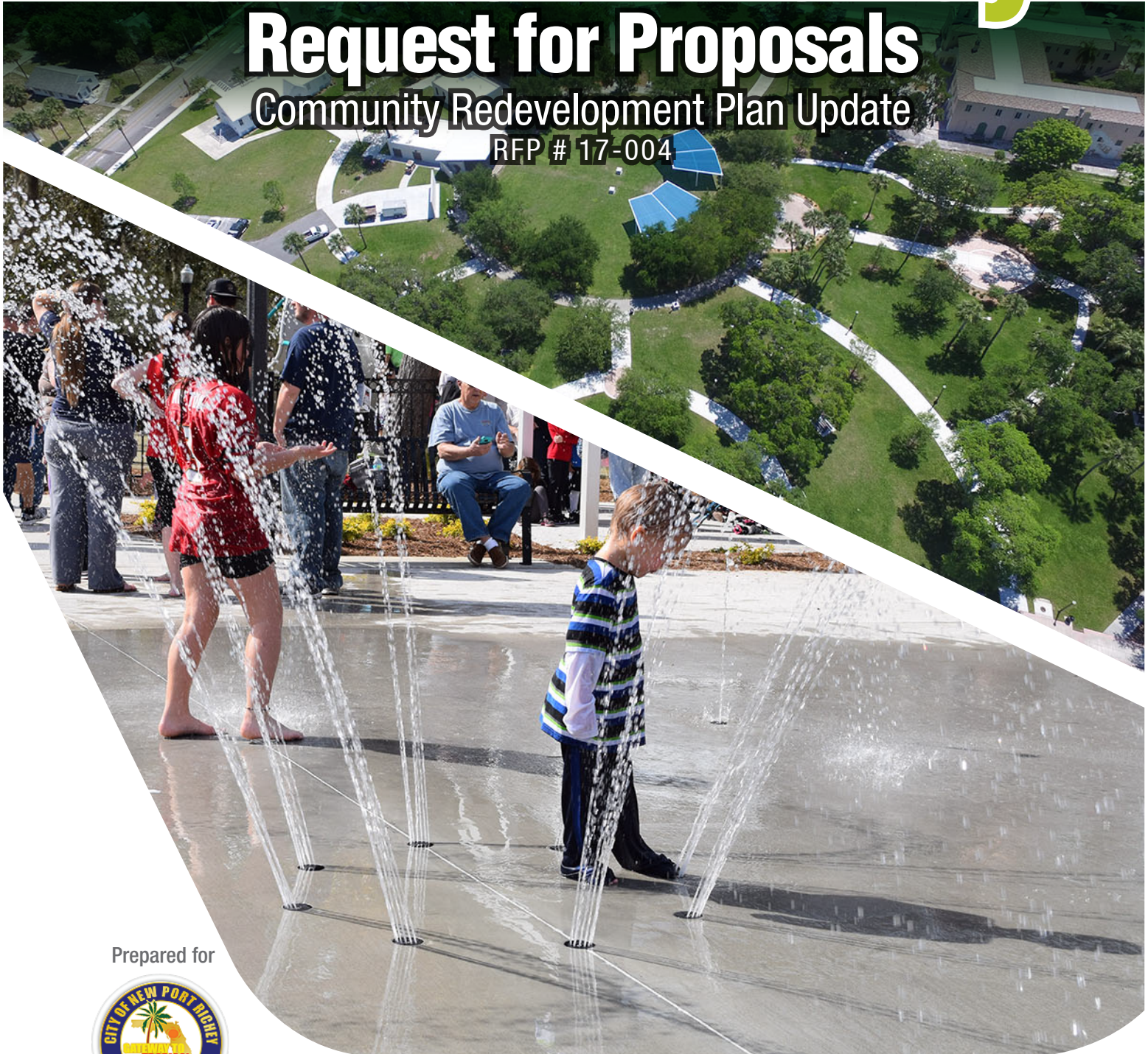
Pre-Interview Scoring CRA RFP Scoring Worksheet									
Scoring Categories									
Panel Ranking	Max Points	7	4	2	6	1	3	5	8
Firm		RMA	GAI	Kimley	Tindale	S&ME	SDI	PMG	UPS
Qualification and Experience	30	28	30	30	24	29	30	25	23
Knowledge of CRA Challenges & Opportunities	30	15	20	28	20	30	28	25	20
Ability to Perform Services	20	20	20	19.5	20	16	12.5	15	10
Budget	20	10	17	17	10	20	18.5	16	18
Average Score	100	73	87	94.5	74	95	89	81	71

The Community Redevelopment Agency of
New Port Richey

Request for Proposals

Community Redevelopment Plan Update

RFP # 17-004



Prepared for



New Port Richey
Community Redevelopment Agency

Prepared by
Kimley»Horn





A. Letter of Interest

February 28, 2017

Kimley»Horn

Dear Mr. Mario Iezzoni
City of New Port Richey
Attn: Economic Development Director
5919 Main Street
New Port Richey, FL 34652

RE: Professional Consulting and Planning Services to Update the CRA of New Port Richey's Community Redevelopment Plan; RFQ No. 17-004

Dear Mr. Iezzoni and Members of the Evaluation Committee:

Having witnessed the evolution of your community over the past few years, we see the potential for continued success in its growth and prosperity. We strongly agree now is the time to harness the wave of potential redevelopment West Pasco County is experiencing, and New Port Richey can be the epicenter of that growth. Our **Kimley-Horn** team is enthusiastic about the opportunity to assist the City in this community re-positioning effort.

Project Focus. The City of New Port Richey has identified the need to update its current *New Port Richey Community Redevelopment Plan, 2012*. This Plan is an excellent foundation for ways to move this community forward. Over the past five years, the economic, demographic, and social patterns of the community have shifted, allowing potential vision for continued transformation with strategic project initiations. Therefore, as part of this re-visioning and strategy, it is important to understand the potential opportunities of previous planning efforts for implementation, as well as coordination with other City and County documents, comprehensive plans, and community development trends.

The New Port Richey CRA is atypical, in that it is citywide in scope. The City is made up of several distinctly different areas and neighborhoods, not all of which are in economic and social decline or distress, nor are they in need of redevelopment to an equal extent. But there are locations in the CRA with older, outmoded, and haphazard development, higher vacancies, and under-performing real estate. These areas will have the highest priorities for redevelopment planning in New Port Richey and may include the US 19 corridor, Main Street/Downtown area (including the historic Hacienda Hotel), Marine District, the former Community Hospital site and surroundings, and others.

As market and financial analysts and strategists, our team is aware of challenges and opportunities presented in community redevelopment areas. These areas typically have suffered long periods of economic and social decline, including falling property values, loss of business, and loss of confidence among lenders, investors, developers, and end users in their safety and viability. The greatest challenges faced by cities is to undertake and follow through on initiatives aimed at mitigating and reversing adverse market and public perceptions and to reposition these redevelopment areas as attractive and competitive places for new investment and development. Opportunities for these areas lie chiefly in their lower land costs, in their existing underutilized infrastructure, in available financial incentives, and in local governments strongly committed to their revitalization.

As you begin the process of updating your Redevelopment Plan, it will be necessary to partner with an experienced consultant who understands the goals of the CRA and the City. You also need a team that is aware of the other current initiatives including recreation and aquatic center upgrades, parks and recreation master planning directives, downtown parking demands, US 19 pedestrian connections, and many other ongoing opportunities that can and will impact the planning outcome.

This update will require a consultant team with the local knowledge, presence, and experience to meet every requirement of your RFP, and one who has and continues to serve the City on diverse and challenging projects. We believe Kimley-Horn is that partner. We have reviewed the task orders noted in the RFP and can provide each of those services through one diverse team of experts.

Our team has been specifically assembled to address this scope of work, and our capabilities and passion will help you update your Plan, engage your citizens, and create a roadmap to success. We provide a balanced, multidisciplinary team—all working together to maximum effect.

As you select your consultant for your community planning services, please consider the following benefits we offer you:

Redevelopment Experts. Our core team includes **Keith Greminger, AIA, NCARB**, and **Kelley Klepper, AICP**, supported by key technical leads, **Jared Schneider, AICP, CNU-A**, **Kelly Fearon, EIT** and a full complement of all planning and support engineering disciplines. This in-house team knows what it takes to make the City's vision a reality. Kimley-Horn is located locally in Tampa and served the City of New Port Richey through various planning, design, and engineering projects over the past several years. As an extension of your staff, we hope we have earned your trust by putting the needs and demands of the project and community first and foremost as we bring our consulting expertise to work for you.

To strengthen our team for the unique delivery requirements of this RFP, we have teamed with **Kenneth Creveling** of **URBANOMICS, Inc. (Urban and Real Estate Economics)** to provide valuable insight to past, present, and forecasted economic and demographic metrics to guide our planning efforts. We also recognize that the New Port Richey Community Redevelopment Plan is just that—your City's plan. And without the guidance of the community as well as the authenticity and reality of the citizenry input, the success of the planning efforts will not be fully realized. For that, we have partnered with **Tammy Vrana** of **Vrana Consulting Inc.**, a well-known consultant in and around the community to lead our public involvement strategy. Kimley-Horn had the pleasure of working over several years and multiple projects with these fine organizations to ensure a cohesive team that relies on each other's talent and experience to deliver for the community.

Kimley-Horn brings to this opportunity the experience of more than 19 CRAs across the state of Florida where we have delivered visioning, redevelopment plans/updates, and more importantly, implementation of that community's Vision—***experience we can and will bring to the City of New Port Richey as part of this process.***

Local knowledge and commitment. Our familiarity with the area stems from our extensive involvement in other planning efforts within the area. As key leaders for this project, we commit that redevelopment plans and projects will be a priority, and therefore, offer you familiar, trusted, and easily accessible points of contact that understand the CRA and its objectives. **Benefit:** *Given the demands on your time and limitations of staff, our established relationships and consummate understanding of local dynamics will result in an efficient process from inception to adoption.*

Proven process and perspective. We have worked with a diverse set of CRA clients to develop and implement plans and projects of all sizes. More importantly, we understand your perspective firsthand having served in comparable roles for similar communities including Zephyrhills, New Smyrna Beach, North Lake Mirror, and West Tampa. What may end as an implemented construction project must begin with the Community Redevelopment Plan and a design. It's not only about updating the Plan but rather understanding the previous planning efforts and development trends, along with also realizing that the Plan must be consistent with the City's Comprehensive Plan and supported by the County. **Benefit:** *Our process will provide a snapshot of priorities today and the ability to create workable, cost-effective solutions for projects that are consistent with the Project Scope of Services and designated timeframes.*

Interdisciplinary approach. We bring distinct and innovative solutions to our clients. Our team of professional planners, engineers, and landscape architects thoroughly understands the opportunities within the New Port Richey CRA. Our experience working with CRAs across Florida provides an expert perspective that balances well with our local knowledge. Our team can provide not only the master planning and urban design components identified in your plan, but also up-to-date fiscal analysis and revenue projections, including Market Analysis. Our plans and studies are further based on the relationships to engineering standards and principles. We will continue to provide the same level of public commitment you've experienced from us. **Benefit:** *You can be assured that our process and deliverables will focus on tailored solutions that respond to the unique attributes of the City of New Port Richey and this CRA.*

In summary, the Kimley-Horn team brings the following key advantages:

- ❖ Known planning and engineering-focused redevelopment team that has and continues to serve the City of New Port Richey
- ❖ Extensive experience in preparing updates to CRA master plans and, as part of those, identifying the necessary implementing tools for the Plan through Comprehensive Plan and development code amendments
- ❖ Experience with similar projects, in which **Keith Greminger, AIA, NCARB** and **Kelley Klepper, AICP**, have and continue, to serve communities in the development and implementation of CRA Master Plans

Kimley-Horn, our staff, our team and I personally, are committed to the success of your community. We have had the opportunity to become thoroughly engaged in the struggles, successes, growth and vision of various aspects of your community and therefore offer our attentiveness, dedication, and availability to serve you on this assignment. Please allow us that opportunity.

Very truly yours,



KIMLEY-HORN

Keith G. Greminger, AIA, NCARB

We acknowledge receiving Addendum #1 for RFP-17-004 on Tuesday, February 21, 2017.

The Community Redevelopment Agency of
New Port Richey

Request for Proposals

Community Redevelopment Plan Update

RFP # 17-004

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B. Statement of Qualifications

1. Proposer Profile

A. Firm Name: Kimley-Horn and Associates, Inc.

Address: 421 Fayetteville Street, Suite 600, Raleigh, NC 27601 (Headquarters)

Phone: (919) 677-2000

Established: 1967

Address: 655 N Franklin Street, Suite 150, Tampa, Florida 33602 (Proposing Office)

Phone: (813) 620-1460

Established: 1978

Firm registrations and licenses can be found at the end of this section

Firm Name: URBANOMICS, Inc.

Address: 130 Corridor Road, #3475, Ponte Vedra Beach, FL 32004

Phone: (904) 280-9070

Established: 1992

Firm registrations and licenses can be found at the end of this section

Firm Name: Vrana Consulting, Inc.

Address: 260 Tucker Street, Safety Harbor, FL 34695

Phone: (727) 725-1555

Established: 2007

Firm registrations and licenses can be found at the end of this section

B. Kimley-Horn's Specializations and Range of Services

Kimley-Horn offers a broad range of engineering, planning, landscape architectural, and environmental services including:

- ❖ Site civil engineering
 - Stormwater management
 - Water/wastewater treatment and collection systems
 - Paving and drainage
 - Utilities
- ❖ Land development services
- ❖ Landscape architecture
- ❖ Urban design and planning
- ❖ Predevelopment services
- ❖ Comprehensive planning
- ❖ Permitting and approvals
- ❖ Transportation planning/engineering and traffic operations
- ❖ Roadway and bridge design
- ❖ Advanced traffic management systems
- ❖ Areawide traffic signal systems
- ❖ Parking planning and design
- ❖ Public involvement programs
- ❖ Geographic Information Systems (GIS)
- ❖ Environmental permitting, assessment, and remediation
- ❖ Wetland delineation, assessment, and mitigation
- ❖ Construction administration/observation
- ❖ Building structures
- ❖ Surveying/platting
- ❖ Aviation planning and design



- C.** This chart reflects Kimley-Horn's size and breakdown by discipline for both the entire firm and our Tampa office, the proposing office.

DISCIPLINE	FIRM	TAMPA BRANCH
Administrative	221	2
CADD Technicians	99	6
Civil Engineers	958	17
Design Technicians	69	1
Environmental Engineers	20	1
Environmental Scientists	19	1
Geologists	4	1
Planners	59	3
Project Managers	176	3
Technical Support	212	4
Technician/Analysts	305	7
Other	697	0
Total	2839	46

- D.** **Kimley-Horn** is not forming a joint venture for this proposal, but has teamed with subconsultants, **URBANOMICS** and **Vrana Consulting**. We have worked on two recent community redevelopment projects with URBANOMICS: Zephyrhills CRA Master Plan Update and New Smyrna Beach CRA. Vrana Consulting is currently a subconsultant to Kimley-Horn on a planning service contract for the Hillsborough County MPO and a Downtown Parking Study for the City of St. Petersburg.

E. Licenses and Certifications

Specialty certifications for the proposed team can be found at the end of this section.

F. An Introduction to Kimley-Horn

Overview and History

Founded in 1967, **Kimley-Horn** is a full-service, employee-owned, multidisciplinary consulting firm offering a broad range of engineering, planning, landscape architecture, and environmental services to clients in both the private and public sectors. Over the years, we have grown from a small group of engineers and planners to one of the most respected consulting engineering firms in the nation—and a recognized leader in land development. Today, Kimley-Horn has more than 2,800 employees in 80 offices across the United States and in Puerto Rico, offering a full range of consulting services to local, regional, national, and international clients.

Engineering News-Record (ENR) annually compiles and publishes the rankings of the 500 largest U.S. design firms (architectural and engineering firms), measured by gross revenues. Kimley-Horn's sound growth and stability is reflected in its steady rise on *ENR*'s top 500 list. The firm first appeared on the list in 1981, when it ranked 421st. In 2016, the most recent year for which data is available, ranked 28th overall and 12th among the top 100 "pure design firms." This growth has been accompanied by a steadfast commitment to providing responsive client service and pursuing continuous quality improvement.



In addition, **ENR named Kimley-Horn the 2015 Southeast Design Firm of the Year.** The following awards provide even more insight into Kimley-Horn's culture:

- ❖ The firm has appeared on *Fortune* magazine's list of the **100 Best Companies To Work For** nine times: for six years from 2005 through 2010, and then again in 2014, 2015, and 2016. In 2016, we ranked 7th.
- ❖ Ranked the **#1 Civil Engineering Firm To Work For** by *CE News* in 2004, 2006, and 2007. Kimley-Horn is the only firm to have been selected for this honor three times.
- ❖ Each year since 2008, Kimley-Horn has also been recognized by *ENR* as one of the nation's **"Top Green Design Firms."** More than 100 of our professionals across the firm have earned LEED® accreditations.

As consultants, we take pride in building real partnerships with clients. That means you get an expert Kimley-Horn team that delivers high-quality results on time and on budget, advocates for your best interests, and works closely with you and your entire development team throughout all stages of your project. And because Kimley-Horn makes deliberate business-planning decisions on hiring, growth, and client selection, we remain financially strong, independent, and stable.

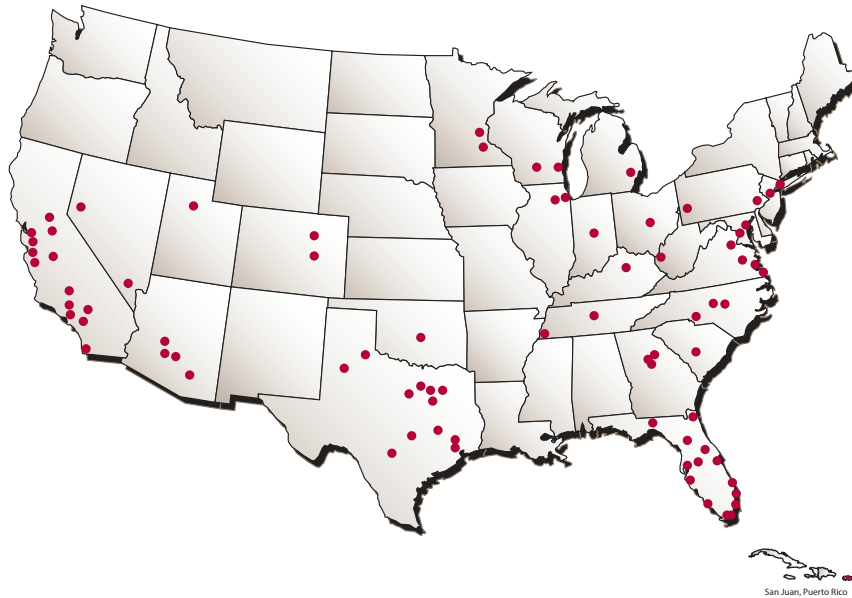
Engineering News-Record (ENR) annually compiles and publishes the rankings of the 500 largest U.S. design firms (architectural and engineering firms), measured by gross revenues. Kimley-Horn's growth over the years is reflected in its steady rise on *ENR*'s top 500 list. **The firm first appeared on the list in 1981, when it ranked 421st.**

Today, Kimley-Horn ranks **28th overall and 12th among the top 100 "pure design firms."**





Kimley-Horn Office Locations



UNITED STATES

Arizona

Mesa
Phoenix
Prescott
Tucson

California

Capitola
Fresno
Lancaster
Los Angeles
Los Angeles Downtown
Oakland
Orange
Pleasanton
Riverside
Sacramento
Salinas
San Diego
San Jose

Colorado

Colorado Springs
Denver

Florida

Boca-Delray
Coral Gables
Fort Lauderdale
Fort Myers
Jacksonville
Lakeland
Miami
Ocala

Florida (continued)

Orlando
Sarasota
Tallahassee
Tampa
Vero Beach
West Palm Beach

Georgia

Alpharetta
Atlanta Midtown
Atlanta North

Illinois

Chicago Downtown
Chicago Suburban

Indiana

Indianapolis

Kentucky

Lexington

Maryland

Baltimore

Michigan¹

Troy

Minnesota

Rochester
Twin Cities

Nevada

Las Vegas
Reno

New Jersey

Princeton

New York²

New York

North Carolina

Charlotte
Durham
Raleigh

Ohio

Columbus

Oklahoma

Oklahoma City

Pennsylvania

Philadelphia
Pittsburgh

South Carolina

Columbia

Tennessee

Memphis
Nashville

Texas

Austin
Childress

Texas (continued)

College Station
Dallas
Fort Worth
Frisco
Houston
Las Colinas
Lubbock
McKinney
San Antonio
The Woodlands

Utah

Salt Lake City

Virginia

Newport News
Northern Virginia
Richmond
Virginia Beach

Washington D.C.

West Virginia

Huntington

Wisconsin

Madison
Milwaukee

PUERTO RICO³

San Juan

Affiliated Companies

¹Kimley-Horn of Michigan, Inc.

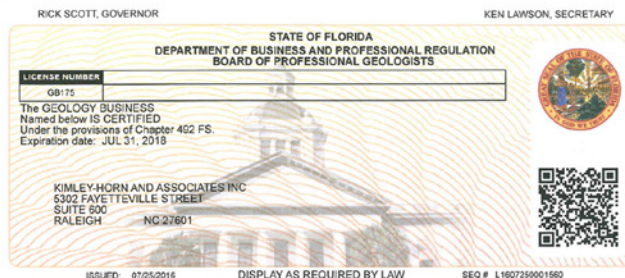
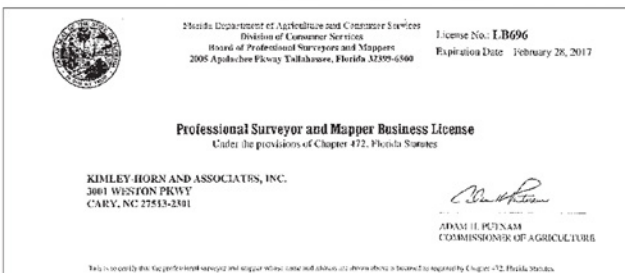
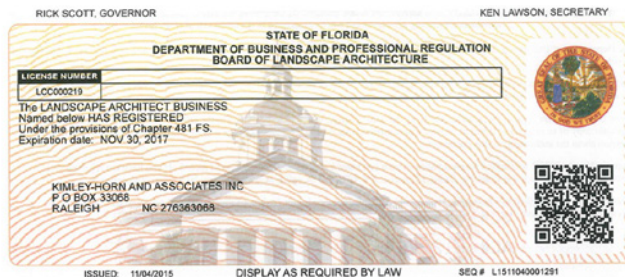
²Kimley-Horn of New York, P.C.

³Kimley-Horn Puerto Rico, LLC

Rev. 12-28-16



Licenses and Certifications



State of Florida Department of State

I certify from the records of this office that URBANOMICS, INC. is a corporation organized under the laws of the State of Florida, filed on November 22, 1991.

The document number of this corporation is S96043.

I further certify that said corporation has paid all fees due this office through December 31, 2017, that its most recent annual report/uniform business report was filed on February 10, 2017, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Tenth day of February, 2017



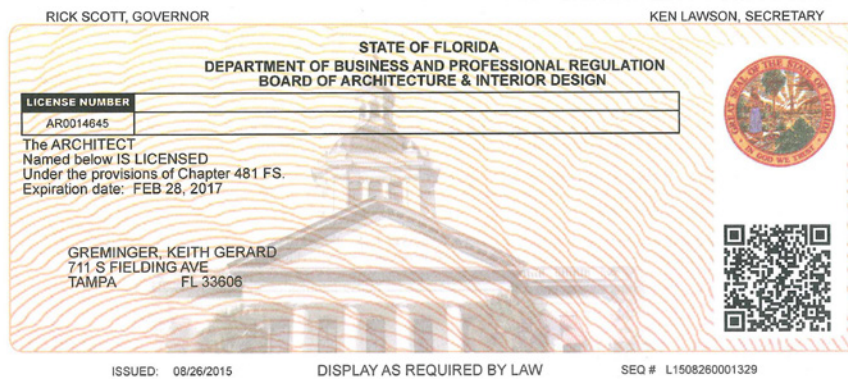
Ken Detmer
Secretary of State

Tracking Number: CC0681926001

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

2016/2017 ST. JOHNS COUNTY LOCAL BUSINESS TAX RECEIPT		ACCOUNT	4643
THIS RECEIPT IS ISSUED PURSUANT TO COUNTY ORDINANCE 87-98		EXPIRES	September 30, 2017
MUST BE DISPLAYED IN A CONSPICUOUS PLACE			
TYPE OF BUSINESS	000107 CONSULTANT	X NEW BUSINESS TRANSFER ORIGINAL TAX	22.00
BUSINESS ADDRESS	14 SPYGLASS LN PONTE VEDRA BEACH, FL 32082	AMOUNT	22.00
BUSINESS NAME	URBANOMICS INC	PENALTY	.00
OWNER	KENNETH H CREVELING JR	COLLECTION COST	
MAILING ADDRESS	PO BOX 3475 PONTE VEDRA BEACH FL 32004	TOTAL	22.00
THIS FORM BECOMES A RECEIPT ONLY WHEN VALIDATED		DENNIS W. HOLLINGSWORTH ST. JOHNS COUNTY TAX COLLECTOR	
PAID-8148844-0001-0001 501 07/26/2016 22.00		This receipt does not constitute a franchise, an agreement, or permission or authority to perform the services or operate the business described herein when a franchise, agreement, or other county commission, state or federal permission or authority is required by county, state or federal law.	



This certificate hereby qualifies

Jared R. Schneider, AICP

as a member with all the benefits of a Certified Planner
and a commitment to the AICP Code of Ethics and Professional Conduct.

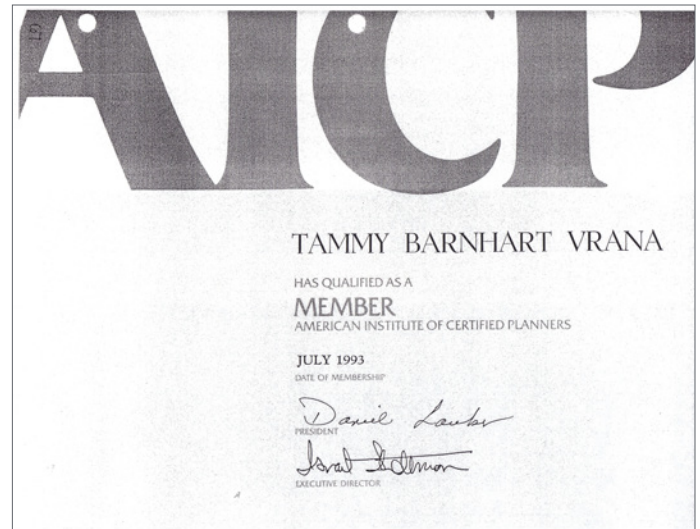
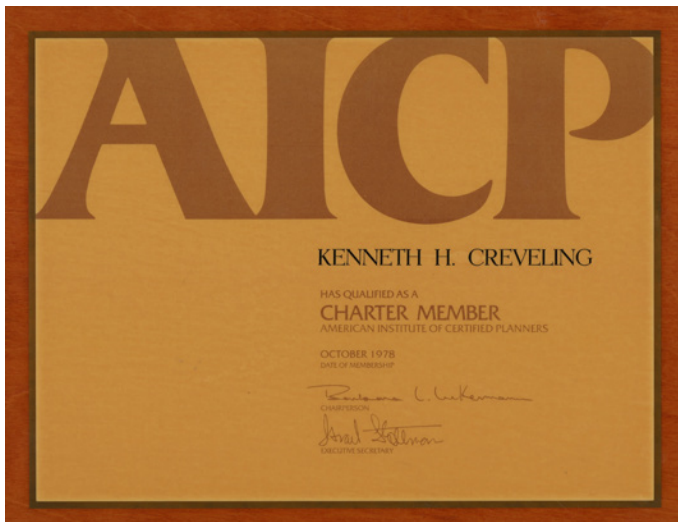
Certified Planner Number 024814

Paul Farmer

Paul Farmer, FAICP
Executive Director and CEO

Paul Inghram

Paul Inghram, AICP
President





2. Team Organization

A. Team Roles and Responsibilities

Kimley-Horn recognizes the importance of establishing a proven staffing plan at project onset. We have organized a core team of experienced professionals to provide a high level of responsiveness to New Port Richey, both in terms of exceptional local interaction and support, as well as extensive technical experience in the disciplines required to meet the project needs.

Keith Greminger, AIA, NCARB, will serve as the primary client contact and the project manager for this contract. **Kelley Klepper, AICP**, will serve as the senior planning lead and will provide community engagement. This team will also be supported by key technical leads, **Jared Schneider, AICP, CNU-A**, and **Kelly Fearon, EIT**.

Keith and Kelley will partner to serve New Port Richey on the Community Redevelopment Plan Update as tasks are identified and assigned. This collaboration will benefit New Port Richey as both Kimley-Horn team members have worked on dozens of CRA and community planning projects over the course of their long careers.

Kenneth Creveling and **Anthony Mondae** of **URBANOMICS** will provide expertise in market analyses, demographics, grants, and TIF funding. Their deep knowledge of the market and funding processes will take the project beyond a plan and put it into action. **Tammy Vrana** of **Vrana Consulting** specializes in public involvement for local and state governments. She will seek to understand the community's sociocultural drivers, interrelationships, and opportunities to produce more equitable and synergistic outcomes.

Please refer to the following narratives for abilities and qualifications of personnel. A team organizational chart can also be found at the end of this section.

NAME	ROLE	RESPONSIBILITIES
Keith Greminger, AIA, NCARB	Project Manager	Project management and point of contact
Kelley Klepper, AICP	Senior Planner	Planning, comprehensive plans/codes, public/community engagement
Jared Schneider, AICP, CNU-A	Planner	Planning, economic development, and land use analysis
Kelly Fearon, EIT	GIS Services	GIS/documentation support
Kenneth H. Creveling, AICP	Economic Strategist	Market and economic analysis and strategic business planning
Anthony Mondae	Economic Strategist	Market and economic analyses and strategic business planning
Tammy Vrana, AICP	Public Involvement	Public/community involvement

**B. Narratives****Keith G. Greminger, AIA, NCARB****Project Manager, Urban Design**

Keith Greminger has 36 years of experience in urban design and community, commercial, and corporate master planning with some of the world's most recognized design firms. His extensive background includes community and urban master planning, commercial development, retail and residential design, and corporate headquarters and public facilities projects. As a resident of Tampa for more than 30 years, Keith has served and continues to serve in leadership roles in numerous professional and civic organizations that are committed to the practice of placemaking and improved quality of life in the built environment. He earned his Bachelor of Architecture at Kansas State University and is a

member of the American Institute of Architects (AIA), Urban Land Institute (ULI), and Tampa Downtown Partnership (TDP). Keith is a Registered Architect in Florida and a certified facilitator for the National Charrette Institute.

Representative Kimley-Horn projects include:

- **Zephyrhills CRA Master Plan Update, Zephyrhills, FL** — Project manager
Completed: 2015
- **North Lake Mirror CRA Redevelopment Master Plan, Lakeland, FL** — Project manager and planning lead
Completed: 2016
- **Tampa West River Master Plan, Tampa, FL** — Project manager and planner
Completed: 2015
- **Clearwater-Largo Road CRA Finding of Necessity, Largo, FL** — Project manager
Completed: 2016
- **Master Planning for Rainbow Village Apartments Revitalization, Largo, FL** — Project manager and planner
Completed: 2015
- **Largo Mall Special Area Plan, Largo, FL** — Project manager and lead planner
Completed: 2015
- **Largo Multimodal Plan, Largo, FL** — Landscape architect
Completed: 2012

**B. Kelley Klepper, AICP****Senior Planner**

Kelley Klepper has 24 years of planning, development, and redevelopment experience in Florida, Kentucky, and Tennessee. He has worked extensively with local government and community redevelopment agencies on development/redevelopment projects as well as master planning and plan implementations. He is an expert in land use and entitlements planning; development-related issues; public policy; parks and open space planning; comprehensive planning; budgeting; funding coordination; urban growth boundaries and management; urban design; transportation demographics and population projects; and form-based code training. He is skilled in coordinating and conducting public meetings

and presentations for public involvement plans and visioning. Kelley earned his Master of Arts in Geography and Urban Planning and his Bachelor of Science in Psychology at East Tennessee State University. He is a member of the American Planning Association (APA), Florida Planning and Zoning Association (FPZA), Institute of Transportation Engineers (ITE), and the American Institute of Certified Planners (AICP).

Representative Kimley-Horn projects include:

- **Zephyrhills CRA Master Plan Update, Zephyrhills, FL** — Project manager
Completed: 2015
- **Master Redevelopment Plan – Wauchula CRA, Wauchula, FL** — Project manager
Completed: 2011



- **Planning Services for Creation of CRA, New Smyrna Beach, FL** — Project manager and planner
Completed: 2015
- **Finding of Necessity and Community Redevelopment Area (CRA) Master Plan - Cape Canaveral, Cape Canaveral, FL** — Project manager
Completed: 2012
- **Clearwater-Largo Road CRA Finding of Necessity, Largo, FL** — Project planner
Completed: 2016
- **Community Redevelopment Study/CRA Master Plan and Finding of Necessity, West Melbourne, FL**
Project planner
Completed: 2013
- **Comprehensive Economic Development Strategy (CEDs) and CRA Master Plan, Edgewater, FL**
Project planner
Completed: 2013



Jared Schneider, AICP, CNU-A Planner

Jared Schneider has more than 11 years of transportation planning, urban planning, and GIS experience. Prior to joining Kimley-Horn in 2014, he spent more than eight years with another firm in Tampa, as well as two years with Publix Supermarkets as a market research/ GIS analyst at the Lakeland corporate office. Jared holds Bachelor of Arts degrees in Business Administration and Geography from the University of Florida and a Master of Planning in Civic Urbanism from Rollins College in Winter Park. Jared has been involved with a number of transportation and urban planning projects, including long range transportation plans, socio-economic data forecasts, congestion management plans, and bicycle

and pedestrian plans. Jared is a member of the Urban Land Institute, Congress for New Urbanism, the American Institute of Certified Planners, and American Planning Association. Jared's professional interests include multimodal transportation planning and complete streets, GIS mapping and geospatial concepts, demographic and market analysis, urban redevelopment, municipal and campus planning, bicycle and pedestrian planning, and urban design.

Representative Kimley-Horn projects include:

- **Zephyrhills CRA Master Plan Update, Zephyrhills, FL** — Project planner
Completed: 2015
- **Largo Mall Special Area Plan, Largo, FL** — Project planner
Completed: 2015
- **Clearwater-Largo Road CRA Finding of Necessity, Largo, FL** — Project planner
Completed: 2016
- **Venice Comprehensive Plan, Venice, FL** — Project planner
Completed: Ongoing
- **St. Petersburg Parking Demand Study, St. Petersburg, FL** — Project planner
Completed: Ongoing



Kelly Fearon, EIT GIS Services

Kelly Fearon is a transportation analyst with experience in transportation planning studies, parking studies, level of service analysis, and traffic studies. She also has a specialty focus in GIS. Her experience includes one year of analyzing data as a transportation intern for Washington State Department of Transportation. Her software experience includes ArcGIS, Microstation, Microsoft Access, Synchro, and Python. Kelly earned her Master of Science degree in Civil and Environmental Engineering from the University of Washington and her Bachelor of Civil Engineering degree from the University of Delaware. She is an Engineer-in-Training.



Representative Kimley-Horn projects include:

- **Polk TPO 2040 Long Range Transportation Plan Update, Polk County, FL** — Project analyst
Completed: 2016
- **Clearwater-Largo Road CRA Finding of Necessity, Largo, FL** — Project analyst
Completed: 2016
- **St. Petersburg Parking Demand Study, St. Petersburg, FL** — Project analyst
Completed: Ongoing
- **City of Lakeland Parking Management Study, Lakeland, FL** — Project analyst
Completed: 2016
- **Comprehensive Transportation Plan, Gwinnett County, GA** — Project analyst
Completed: Ongoing

URBANOMICS, Inc.

Kenneth H. Creveling, AICP

Economic Strategist



Mr. Creveling has over 45 years experience in urban and real estate economics and urban planning, providing market and economic analysis and strategic and business planning services to local governments, public agencies, business and community organizations, and private interests. He earned his Bachelor of Science in Civil Engineering and Bachelor of Arts in City Planning from Rutgers University. He is also a member of American Institute of Certified Planners (AICP), Charter Member; American Planning Association (APA), Charter Member; Urban Land Institute (ULI).

Representative URBANOMICS projects include:

- **US 1 Corridor Community Redevelopment Area Plan Market Analyses and Tax Increment Projections, City of New Smyrna Beach, FL** — Market analyst
Completed: 2013
- **Downtown Community Redevelopment Plan Market Analyses, Development Strategies, and Tax Increment Revenue Projections, City of Zephyrhills, FL** — Market analyst
Completed: 2011
- **Downtown CRA Market Analyses, Development Strategies, and Tax Increment Revenue Projections, City of Jacksonville, FL (Three Community Redevelopment Areas)** — Market Analyst
Completed: 2014

Anthony Mondae

Economic Strategist

Mr. Mondae has over 40 years experience as corporate project officer/director and principal consultant on a wide variety of urban and real estate development and strategic planning projects for all levels of government and the private sector. He earned his Bachelor of Science in Urban Geography from Southern Illinois University and is a member of the American Planning Association (APA) and Urban Land Institute (ULI).

Representative URBANOMICS projects include:

- **Historic Lincolnville Community Redevelopment Market Analysis and Strategy and Tax Increment Revenue Projections, City of St. Augustine, FL** — Market analyst
Completed: 2013
- **Ormond Crossings Community Redevelopment Plan Market Analysis and Development Strategy, City of Ormond Beach, FL** — Market analyst
Completed: 2005
- **Downtown CRA Market Analyses, Development Strategies, and Tax Increment Revenue Projections, City of Jacksonville, FL (Three Community Redevelopment Areas)** — Market Analyst
Completed: 2014
-



Vrana Consulting, Inc.

Tammy Vrana, AICP

Public Involvement



Tammy Vrana, AICP, has 30 years of Florida planning experience and is the president of Vrana Consulting, Inc. She has served in a range of capacities involving growth management, community development, economic development, and multimodal transportation planning and project development for local governments and private consulting firms. Tammy specializes in sustainable development and placemaking that relies on public engagement to facilitate equitable, context-sensitive outcomes. She has longstanding working relationships with the City of New Port Richey as well as the cities of Dade City, Port Richey, and Zephyrhills and Florida Department of Transportation. Tammy currently serves on the Pinellas County MPO Citizens Advisory Committee and served for more than a decade on the MPO Bicycle Advisory Committee. She earned her Bachelor of Arts in Economic Geography from the University of Florida. Tammy is also a member of the American Institute of Certified Planners (AICP) and is on the Citizens Advisory Committee for the Pinellas County Metropolitan Planning Organization.

Representative Vrana Consulting projects include:

- **Neighborhood Plan 2.0, City of Dade City, FL** — Project manager
Completed: 2016
- **Regulating Plan and Form-Based Code, City of Zephyrhills, FL** — Project manager
Completed: 2015
- **Downtown Parking Demand Study, City of St. Petersburg, FL** — Subconsultant to Kimley-Horn
Completed: 2015

C. Resumes

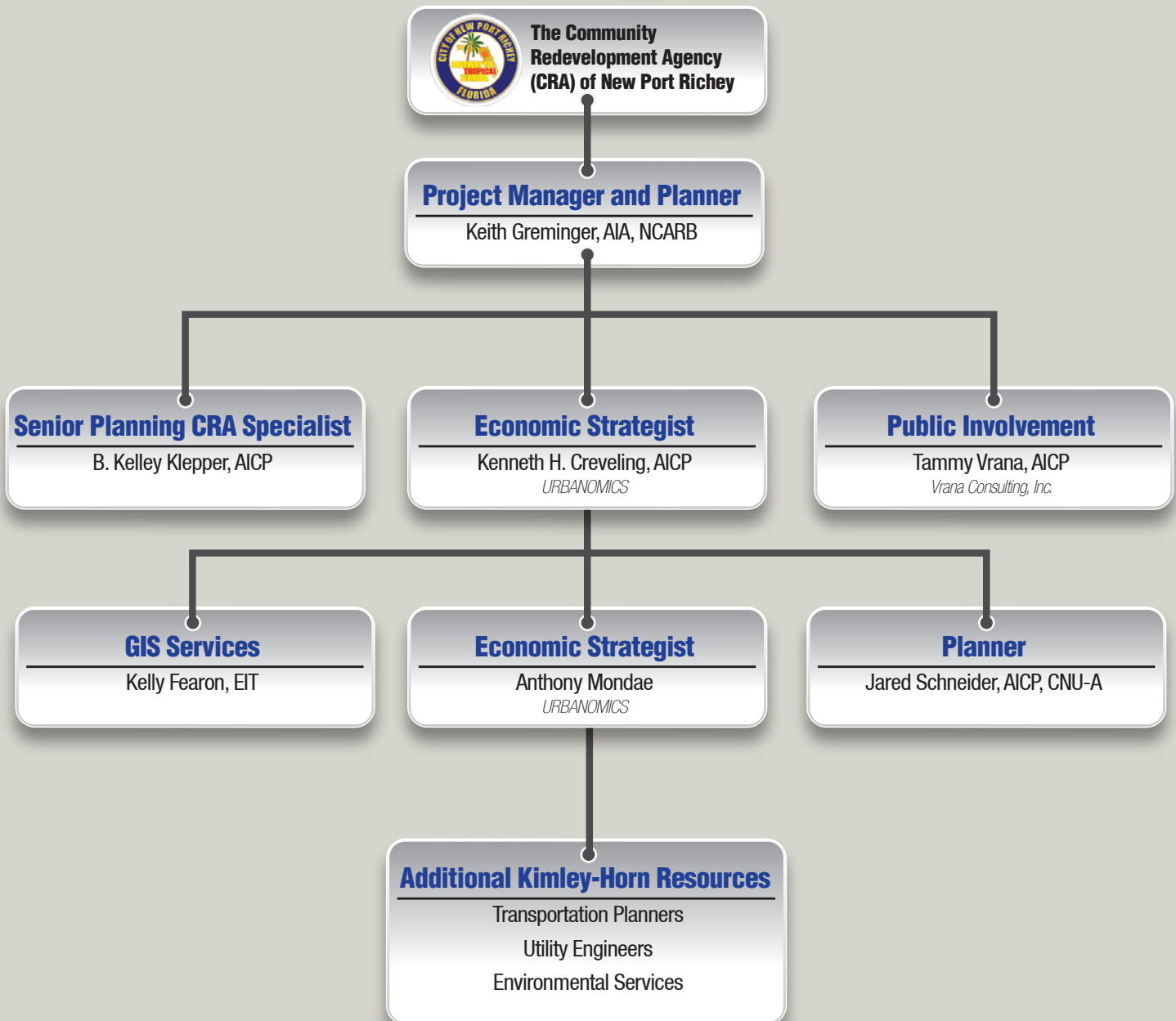
A team organizational chart and resumes are provided on the following pages.

The Community Redevelopment Agency of
New Port Richey

Request for Proposals

Community Redevelopment Plan Update

RFP # 17-004





Special Qualifications

- Has led planning and design teams assisting municipalities with repositioning of their local assets to create livable neighborhoods and connected communities.
- As an architect, he understands the built environment and the critical components of building placement, access, edges, the public realm, and placemaking characteristics that support community evolution

Professional Credentials

- Bachelor of Architecture, Architecture, Kansas State University, 1981
- Registered Architect in Florida, 30084579 - NCARB (National Council Architectural Registration Boards)
- Certified Facilitator, National Charrette Institute

Professional Organizations

- Member, American Institute of Architects (AIA)
- Member, Urban Land Institute (ULI)
- Board member, Tampa Downtown Partnership

Representative Experience

Zephyrhills CRA Master Plan Update, Zephyrhills, FL — Project manager. Kimley-Horn prepared a master plan update for the CRA in downtown Zephyrhills. The impetus for this project was the City's desire to leverage the downtown and historic district's assets to create a vital downtown environment for its residents and businesses, in addition to attracting more of the Tampa Bay area's population to visit. Tasks included the analysis and conceptual planning for catalyst sites, expansion of the CRA boundaries to include identified areas/gateways of the City, economic analysis, visioning and stakeholder meetings, and capital improvements planning. Kimley-Horn completed the initial master plan update in 2012 and completed the master plan update in 2015 to expand the boundaries of the CRA to include additional transitional and residential supporting uses of the core CRA and downtown and to redefine the CRA's capital improvements and program components.

North Lake Mirror CRA Redevelopment Master Plan, Lakeland, FL — Project manager and planning lead. Kimley-Horn is providing master planning services for the redevelopment of North Lakeland. The goal of this master plan is to create open spaces, enhance Lakeland's downtown, and create more residential and mixed-use developments. In addition to master planning, Kimley-Horn held a City Staff Workshop and Stakeholder Workshop for development feedback and provided a market analysis.

Tampa West River Master Plan, Tampa, FL — Project manager and planner. The Tampa Housing Authority, City of Tampa, and a broad representation of residents, business owners, community leaders and government agencies have long dreamed of a renewed West Tampa, including mixed-use/mixed-income housing to replace the aged North Boulevard Homes and Mary Bethune Tower. The City of Tampa's West River Master Plan is part of a comprehensive revitalization strategy aimed at transforming a neighborhood of concentrated poverty into a sustainable mixed-income community with long-term viability. The West River neighborhood includes approximately 150 acres of land along the western banks of the Hillsborough River and is owned by four local governmental agencies who have joined together to revitalize the neighborhood. Kimley-Horn is providing master planning services.

Clearwater-Largo Road CRA Finding of Necessity, Largo, FL — Project manager of the Kimley-Horn team selected by the City of Largo to perform an evaluation of the Clearwater-Largo Road Community Redevelopment District (CLR-CRD) including expansion of the CLR-CRD. The analysis intended to serve as a basis of expanding the CRA consistent with Chapter 163, Part III, Florida Statutes and Pinellas County. Our services included project initiation and project management; historical context, base data collection, and mapping; and CRA boundary district assessment and finding of necessity/blight study (FON). The Kimley-Horn team produced a written memorandum summarizing key findings, conclusions, and recommendations under these tasks, as well as incorporated graphic materials from the consultant team in a format suitable for presentation to the community and interested third parties.

Largo Mall Special Area Plan, Largo, FL — Project manager and lead planner who helped the city develop a Special Area Plan (SAP) to guide the development and redevelopment of the Largo Mall Activity Center. The project included an analysis of existing and proposed land use, redevelopment strategies (land use, parking, multimodal elements), transportation/mobility, infrastructure, and economic development strategies. Kimley-Horn also assisted the City amend both the C

Keith G. Greminger, AIA, NCARB

(Representative Experience, continued)

ity and Pinellas County Countywide Master Plan for consistency with the SAP.

Largo Multimodal Plan, Largo, FL — Landscape architect. The City of Largo's Multimodal Plan addressed implementation initiatives outlined in the City's Strategic Plan. Kimley-Horn created the plan that developed recommendations that encourage pedestrians, bicyclists, and recreational uses, in addition to supporting automobile and transit use within specific multimodal corridors. The plan outlines a 25-year work program designed to guide funding and scheduling of multimodal improvements along the designated multimodal network of streets and trails. The plan identifies both near- and long-term planning horizons for projects and funding, requiring collaboration and partnerships with multiple stakeholders and agencies, including the Pinellas County Metropolitan Planning Organization, Pinellas County Public Works, Pinellas County Department of Health, and the Florida Department of Transportation.

Norstar Companies Master Planning for the Rainbow Village Apartments Revitalization, Largo, FL — Project manager and planner. Kimley-Horn prepared a market analysis focusing on a variety of housing options that could be included in the plan for the neighborhood. By thoroughly understanding the future market potential of the neighborhood (as well as the surrounding area), the concept reconciles real estate demand with the physical framework of the Rainbow Village neighborhood. The market analysis was used to guide the concept plan, depicting supportable residential uses by type, density, and price point. Leveraging insights on economic drivers, demographics, and forecasted demand allowed the project team to effectively engage with the community and produce a viable development program.

The Skyhouse at Channelside (Tampa) (fka Channel District Tower), Tampa, FL — Project manager. The Skyhouse at Channelside is a mixed-use residential in-fill development within the Channelside District Community Redevelopment Area (CRA) east of Tampa's urban core. The project is located mid-block between 11th and 12th streets, south of Washington Street and north of Whiting Street, and consists of 320 apartment units above a ground-floor concierge, services, and retail footprint. The tower site development is complemented with an internal service court and separate parking garage housing 560 parking stalls and artist studio space affronting the 11th Street corridor. The project implements the newly developed District Streetscape Standards and provides a public art installation on the garage facades. The 23-story tower and five-story parking garage completes the block redevelopment within the surrounding residential, commercial, and open-space dog park. Kimley-Horn led the rezoning, site development, agency coordination, standards implementation, utility extensions, and stakeholder involvement as the local team member for the Atlanta-based development team.

Individual Experience

Keith worked on the following projects prior to joining Kimley-Horn:

East Tampa CRA Strategic Action Plan, Tampa, FL — Project manager. The specific plan objectives of the Strategic Action Plan (SAP) were to identify both short- and long-term strategic public investment projects that will attract private investment, identify regulatory actions that foster quality redevelopment, and identify incentives that the city may establish to attract private investment that will serve to maximize the redevelopment potential in East Tampa. Other tasks included land use and development analysis and projections, economic analysis, development of infrastructure funding strategies, and tax increment revenue projections. The SAP also included an extensive public involvement program designed to solicit public input regarding concerns and issues that the residents and business community wanted addressed as part of the redevelopment strategy.

Drew Park CRA Strategic Action Plan, Tampa, FL — Project manager. The team prepared a Strategic Action Plan (SAP) for the Drew Park Community Redevelopment Area (CRA), an 850-acre district, addressing redevelopment strategies to help guide the area into financial sustainability over the next 25 years. The specific plan addressed short- and long-term initiatives that would attract private investment and identified steps to promote quality redevelopment. This study also included a public involvement program designed to impleore public input regarding concerns and issues that the community want addressed as part of the redevelopment strategy.



Special Qualifications

- Has 24 years of planning experience in Florida, Kentucky, North Carolina, and Tennessee
- Long working history with local government agencies, community redevelopment agencies, development and redevelopment projects, master planning and plan implementation
- Extensive knowledge of land and entitlements planning, parks and open space planning, development-related issues, public policy, comprehensive planning, budgeting, funding coordination, urban growth boundaries and management, urban/rural design, transportation demographics, and population projects; form based codes
- Experienced in coordinating and conducting public meetings and presentations, including public involvement plans, and visioning

Professional Credentials

- Master of Arts, Geography and Urban Planning, East Tennessee State University
- Bachelor of Science, Psychology, East Tennessee State University
- American Institute of Certified Planners (AICP)

Professional Organizations

- Member, American Planning Association (APA)
- Member, Florida Planning and Zoning Association (FPZA)
- Member, Institute of Transportation Engineers (ITE)

Representative Experience

Zephyrhills CRA Master Plan Update, Zephyrhills, FL — Project manager. Kimley-Horn prepared a master plan update for the CRA in downtown Zephyrhills in 2012 and an expansion (finding of necessity) and update to the master plan again in 2015. The impetus for this project was the city's desire to leverage the downtown and historic district's assets to create a vital downtown environment for its residents and businesses. A key component of the plan was creating a pedestrian scaled "Main Street" along what is currently US 301. Kimley-Horn worked with the City to relocate the state road designation, and transform this vehicular-oriented corridor into a vibrant mixed-use, pedestrian-scaled corridor. Kimley-Horn is currently working with the City and CRA regarding the development of Design Standards, gateways and neighborhood signage, and two park concepts (Lake Zephyr Park and Hercules Park). Kimley-Horn also completed commercial/office and residential (multifamily) market analyses for the CRA.

Wauchula CRA Master Redevelopment Plan, Wauchula, FL — Project manager. Kimley-Horn led the City's first comprehensive update to the Wauchula CRA Master Plan. The Plan examined the CRA boundary appropriateness, identifying catalyst site and programs to renew economic and community interest in the Wauchula downtown and surrounding business areas. The plan provided recommendations regarding the city's Land Development Code components and consistency with other regulations. The Kimley-Horn team was charged with leading stakeholder engagement and facilitating community leadership dialogue on desired and feasible directions for renewal for the core community assets. In addition to infrastructure assessments, we collaborated with city CRA and Planning staff to identify changes to the city's comprehensive plan and land development regulations to replace regulatory barriers to redevelopment with incentives to encourage mixed uses.

Planning Services for Creation of CRA, New Smyrna Beach, FL — Project manager. Kimley-Horn completed the required Finding of Necessity/Blight Study for the proposed US 1 CRA and is currently completing the required CRA Master Plan. The Plan examined the CRA boundaries; sub-areas of analysis; identified opportunity and catalyst sites spurring redevelopment; and identified programs to promote economic development and redevelopment along the US 1/Canal Street/North Causeway corridors, including the New Smyrna Beach Municipal Airport and surrounding residential neighborhoods and business areas. The Kimley-Horn team was charged with leading a proactive stakeholder engagement program and facilitating community dialogue on the desired CRA programs and projects.

Finding of Necessity and Community Redevelopment Area (CRA) Master Plan, Cape Canaveral, Cape Canaveral, FL — Project manager/project planner for the Kimley-Horn team that performed a technical assessment in support of the statutory requirements and prepared the preliminary finding of necessity as a basis for designating and creating a community redevelopment area (CRA). The CRA encompassed properties along the core commercial corridors on US 1 and supporting residential neighborhoods within the City. The Finding of Necessity builds off of the City's previous economic development and community planning efforts. The Kimley-Horn team assisted the City with presenting the preliminary findings as part of the City's Economic Development Open House and Community Meetings. The Kimley-Horn team also worked with the city to develop the City's first CRA Master Plan.

Merritt Island Redevelopment Agency (MIRA) Commercial Core Land Use and Infrastructure Report, Merritt Island, FL — Project manager. Led the land use and engineering team that prepared the land use and infrastructure report including

B. Kelley Klepper, AICP

(Representative Experience, continued)

a carrying capacity analysis based on existing and projected development, adopted capital improvements plan, zoning and land use provisions, and regional stormwater master plans.

Community Redevelopment Study/CRA Master Plan and Finding of Necessity, West Melbourne, FL — Project planner. Kimley-Horn is providing community redevelopment planning for several major commercial corridors in Brevard County and the City of West Melbourne to define the future vision and complete technical analysis in support of statutory finding of necessity requirements for creation of a proposed joint City-County community redevelopment area around US 192 and I-95.

Clearwater-Largo Road CRA Finding of Necessity, Largo, FL — Project planner on the Kimley-Horn team selected by the City of Largo to perform an evaluation of the Clearwater-Largo Road Community Redevelopment District (CLR-CRD) including expansion of the CLR-CRD. The analysis intended to serve as a basis of expanding the CRA consistent with Chapter 163, Part III, Florida Statutes and Pinellas County. Our services included project initiation and project management; historical context, base data collection, and mapping; and CRA boundary district assessment and finding of necessity/blight study (FON). The Kimley-Horn team produced a written memorandum summarizing key findings, conclusions, and recommendations under these tasks, as well as incorporated graphic materials from the consultant team in a format suitable for presentation to the community and interested third parties.

Largo Mall Special Area Plan, Largo, FL — Project planner/assistant project manager who helped the city develop a special area plan (SAP) to guide the development and redevelopment of the Largo Mall Activity Center. The project included an analysis of existing and proposed land use, redevelopment strategies (land use, parking, multimodal elements), transportation/mobility, infrastructure, and economic development strategies. Kimley-Horn also assisted the City amend both the City and Pinellas County-Countywide Master Plan to be consistent with the SAP.

Venice Comprehensive Plan, Venice, FL — Project manager. Kimley-Horn is working with the City of Venice to review and update the City's Comprehensive Plan (2016-2026). Kimley-Horn has completed the initial public outreach and community review, including stakeholder interviews, online survey, and a series of community workshops; preliminary land use and population analysis; preliminary market assessment; and a review of the current goals, objectives, and policies as they relate to growth management changes, consistency across the various elements, and clarification of terms/strategies. Kimley-Horn is completing the update of these items in the form of vision, intent, and strategies along with the analysis required to develop the plan (population projections, level of service analysis, land use carrying capacity, housing analysis, etc.).

Comprehensive Economic Development Strategy (CEDS)/Finding of Necessity and CRA Master Plan, Edgewater, FL Project planner. The City of Edgewater recognized that in order to enhance the economic sustainability of the community, it was necessary to improve economic development within the city. The city proactively formed a Comprehensive Economic Development Strategy (CEDS) Committee for the purpose of identifying ways in which the city can attract and retain business and industry. Kimley-Horn facilitated the CEDS Committee meetings and develop an economic development strategic plan to assist with identifying the economic development goals and develop an action plan to achieve those goals. As a part of this process, the Kimley-Horn team worked with the CEDS Committee to conduct a competitive assessment and to identify target business and industries. Our team subsequently completed the finding of necessity, assisted with preparations for the request for Volusia County delegation of authority and the community redevelopment area master plan.

Wauchula EPA Brownfields Assessment Program Consulting, Wauchula, FL — Project planner involved with public outreach for this project. In 2011, the City of Wauchula was awarded a Brownfields Assessment Grant by the EPA to assess hazardous substances and petroleum contamination at various sites within the designated enterprise zone. Kimley-Horn's scope of work under this task-based contract includes generation of scope/fee and completion of Phase I and Phase II Environmental Site Assessments (ESAs) at designated sites; preparation of site-specific Quality Assurance Project Plans (QAPPs) and Health and Safety Plans (HASPs) to meet EPA and FDEP standards; preparation of monthly and quarterly report documentation for submittal to EPA; Brownfield Site Rehabilitation Agreements (BSRAs) development and negotiations; and assisting with negotiating assessment requirements with the EPA and FDEP on behalf of the County. Additional services include community outreach/stakeholder involvement, risk assessment reporting, asbestos and lead-based paint surveys, and the generation of cleanup and redevelopment plans.

Community Redevelopment Study/CRA Master Plan and Finding of Necessity, West Melbourne, FL — Project planner. Kimley-Horn is providing community redevelopment planning for several major commercial corridors in Brevard County and the City of West Melbourne to define the future vision and complete technical analysis in support of statutory finding of necessity requirements for creation of a proposed joint city-county community redevelopment area around US 192 and I-95.



Special Qualifications

- More than 11 years of professional experience in transportation and urban planning and geographical information systems (GIS)
- Expertise includes services with MPOs, TPOs, cities, and counties
- Projects include long range transportation plans, level of service analysis, congestion management plans, comprehensive plans, socioeconomic data forecasting, multi-modal corridor plans, mapping and database creation bicycle/ pedestrian master planning, and neighborhood planning
- Experience includes two years performing GIS and market analysis at the Publix Supermarkets Corporate office in Lakeland, Florida
- Software experience includes GIS software (ArcGIS, MAPInfo)

Professional Credentials

- Master, Urban Planning, Rollins College
- Bachelor of Arts, Business Administration, University of Florida
- Bachelor of Arts, Geography, University of Florida
- American Institute of Certified Planners (AICP)
- Congress of New Urbanism Accreditation (CNU-A)

Professional Organizations

- Member, American Institute of Certified Planners (AICP)
- Member, American Planning Association (APA)
- Member, Congress for New Urbanism (CNU)
- Member, Urban Land Institute (ULI)

Representative Experience

Zephyrhills CRA Master Plan Update, Zephyrhills, FL — Project planner. Kimley-Horn prepared a master plan update for the CRA in downtown Zephyrhills in 2012 and an expansion (finding of necessity) and update to the master plan again in 2015. The impetus for this project was the city's desire to leverage the downtown and historic district's assets to create a vital downtown environment for its residents and businesses. A key component of the plan was creating a pedestrian scaled "Main Street" along what is currently US 301. Kimley-Horn worked with the City to relocate the state road designation, and transform this vehicular-oriented corridor into a vibrant mixed-use, pedestrian-scaled corridor. Kimley-Horn is currently working with the City and CRA regarding the development of Design Standards, gateways and neighborhood signage, and two park concepts (Lake Zephyr Park and Hercules Park). Kimley-Horn also completed Commercial/Office and Residential (Multi-family) Market Analysis for the CRA.

Largo Mall Special Area Plan, Largo, FL — Project planner. Kimley-Horn was retained by the City of Largo to develop a special area plan (SAP) to guide the development and redevelopment of the Largo Mall Activity Center. Our services included an analysis of existing and proposed land use, redevelopment strategies (land use, parking, multimodal elements), transportation/mobility, infrastructure, and economic development strategies. Kimley-Horn also assisted the City to amend both the City and Pinellas County master plans so they are consistent with the SAP.

Clearwater-Largo Road CRA Finding of Necessity, Largo, FL — Project planner on the Kimley-Horn team selected by the City of Largo to perform an evaluation of the Clearwater-Largo Road Community Redevelopment District (CLR-CRD) including expansion of the CLR-CRD. The analysis intended to serve as a basis of expanding the CRA consistent with Chapter 163, Part III, Florida Statutes and Pinellas County. Our services included project initiation and project management; historical context, base data collection, and mapping; and CRA boundary district assessment and finding of necessity/blight study (FON). The Kimley-Horn team produced a written memorandum summarizing key findings, conclusions, and recommendations under these tasks, as well as incorporated graphic materials from the consultant team in a format suitable for presentation to the community and interested third parties.

Comprehensive Plan, Venice, FL — Project planner. Kimley-Horn is working with the City of Venice to review and update the City's Comprehensive Plan (2016-2026). Kimley-Horn has completed the initial public outreach and community review, including stakeholder interviews, online survey, and a series of community workshops; preliminary land use and population analysis; preliminary (draft) market assessment; and a review of the current goals, objectives, and policies as they relate to growth management changes, consistency across the various elements, and clarification of terms/strategies. Kimley-Horn is completing the update of the GOPs in the form of vision, intent, and strategies along with the analysis required to develop the plan (population projections, level of service analysis, land use carrying capacity, housing analysis, etc.).

Polk TPO Complete Streets Program, Polk County, FL — Task manager. The project involves selecting corridors for candidate complete streets projects. Projects will be presented to stakeholders in the area and will move forward through ranking and ultimately design. The benefit of the projects will be the development of projects that will gain momentum in changing the nature of several streets throughout the county.

Jared Schneider, AICP, CNU-A

(Representative Experience, continued)

Evaluation and Appraisal Report and EAR Based Comprehensive Plan Amendment, Village of Palmetto Bay, FL—

Project planner for the Village's initial EAR to comply with Florida growth management statutes. Responsibilities included a review of changing and future population and demographics, and land use conditions, including future land use map and text amendments. Review also involved suggestions for plan revisions to better address the plan's objectives, including updates to proposed projects and milestones. Kimley-Horn recently completed, and the Village adopted, the EAR Based Comprehensive Plan Amendments consistent with the finding of the EAR.

US 301 Corridor Review, Zephyrhills, FL — Project planner for the Kimley-Horn team that provided technical guidance and support to identify issues associated with the proposed one-way pair system proposed by the Florida Department of Transportation (FDOT). Previous studies identified two lanes for each of the one-way pairs while the latest proposal from FDOT recommends a one-way pair system with three lanes in each direction. At the direction of the City of Zephyrhills, Kimley-Horn conducted a preliminary evaluation that included: reviewing appropriate current and prior transportation, analysis, reviewing issues and alternative options with the City, performing travel demand forecasting, and coordination with FDOT.

Special Area Plan Traffic Memorandum, Largo, FL — Assistant project manager. The project involved developing a traffic study memo showing the impacts of more intense land uses on level of service for arterials in the surrounding area. A summary document was put together displaying the analysis, which was presented to the Pinellas Planning Council.

2040 Long Range Transportation Plan Development, Polk County, FL — Assistant project manager. Currently working with the TPO in the development of a geographical multi-modal transportation database that will be used to interactively update mapping and performance measures. Also working with the TPO on the Needs and Cost Affordable Plan and working with TPO staff to update level of service for the plan.

2040 Long Range Transportation Plan, Martin County, FL — Task manager assisting with the public involvement component that included exercises such as an interactive mapping exercise. Also assisting in the financial resources task including assessing and updating the revenues through 2040.

Indian River MPO: 2040 Long Range Transportation Plan, Martin County, FL — Helped develop the financial resources memorandum including assistance on projects costs as well as support on the public involvement portion of the plan.



Special Qualifications

- Transportation analyst with experience in transportation planning studies, parking studies, level of service analysis, and traffic studies
- Experience includes one year of analyzing data as a transportation intern for Washington State Department of Transportation
- Software experience includes Cube, ArcGIS, Microstation, Microsoft Access, R, Synchro, Python

Professional Credentials

- Master of Science, Civil and Environmental Engineering, University of Washington
- Bachelor of Civil Engineering, University of Delaware
- Engineer-in-Training (EIT)

Professional Organizations

- Member, American Society of Civil Engineers (ASCE)

Representative Experience

Clearwater-Largo Road CRA Finding of Necessity, Largo, FL — Project analyst on the Kimley-Horn team selected by the City of Largo to perform an evaluation of the Clearwater-Largo Road Community Redevelopment District (CLR-CRD), including expansion of the CLR-CRD. The analysis intended to serve as a basis of expanding the CRA consistent with Chapter 163, Part III, Florida Statutes and Pinellas County. Our services included project initiation and project management; historical context, base data collection, and mapping; and CRA boundary district assessment and finding of necessity/blight study (FON). The Kimley-Horn team produced a written memorandum summarizing key findings, conclusions, and recommendations under these tasks, as well as incorporated graphic materials from the consultant team in a format suitable for presentation to the community and interested third parties.

Polk TPO 2040 Long Range Transportation Plan (LRTP) Update, Lakeland, FL Project analyst. Currently working with the TPO in the development of a geographical multi-modal transportation database that will be used to interactively update mapping and performance measures. Also working with the TPO on the Needs and Cost Affordable Plan and working with TPO staff to update level of service for the plan.

City of Lakeland Parking Management Study, Lakeland, FL — Project analyst on the Kimley-Horn team selected by the City of Lakeland to create a plan focused on the assessment of the existing parking supply and demand within downtown Lakeland during the mid-day peak hour. The plan was needed to identify potential opportunities for redevelopment or repurposing of existing land uses to accommodate parking demand needs for future development. Land use and parking buildout scenarios were mapped and tested using Kimley-Horn's proprietary developed GIS-based Park+ software. Parking enforcement procedures and best management practices were also reviewed and incorporated into the implementation plan. The implementation plan provided recommendations on possible parking reallocation options and potential sites for the construction of a new parking garage.

St. Petersburg Parking Demand Study, 5th Avenue North to 5th Avenue South, St. Petersburg, FL — Analyst on the Kimley-Horn team selected to perform a Parking Demand Study to help the city better understand the adequacy of its current and future parking supply, along with providing recommendations to improve the availability of public parking. Kimley-Horn documented all current public parking supply and occupancy levels during a typical weekday, typical weekend, waterfront event, and Rays baseball game. Public outreach sessions were held at the beginning of the study to obtain community input and report findings. After the draft report submittal, the public was informed of existing condition findings and proposed recommendations for increasing the availability of public parking through policy change and the potential for adding new public parking. Recommendations were provided for the core downtown and Edge district and prioritized in short-, mid-, and long-term ranges. Prior to report finalization, a workshop was held with the City Council to report findings and obtain input. As part of this project, Kimley-Horn has been retained by the City of St. Petersburg for on-call parking consultant services for a three-year period.

City of Lakeland Parking Management Study, Lakeland, FL — Project analyst on the Kimley-Horn team selected by the City of Lakeland to create a plan focused on the assessment of the existing parking supply and demand within downtown Lakeland during the mid-day peak hour. The plan was needed to identify potential opportunities for redevelopment or repurposing of existing land uses to accommodate parking

Kelly Fearon, EIT

(Representative Experience, continued)

demand needs for future development. Land use and parking buildout scenarios were mapped and tested using Kimley-Horn's proprietary developed GIS-based Park+ software. Parking enforcement procedures and best management practices were also reviewed and incorporated into the implementation plan. The implementation plan provided recommendations on possible parking reallocation options and potential sites for the construction of a new parking garage.

Naples Central Avenue Improvements, Naples, FL — Project analyst. Kimley-Horn provided streetscape, intersection design, lighting design, and multimodal improvements for Central Avenue between 8th Street and Goodlette-Frank Road for a distance of a half-mile. Detailed traffic modeling is being utilized to fully assess laneage requirements and the resulting level of service from possible lane modifications. The goal of the project is to provide a safe, balanced approach for all modes of travel through the corridor including motor vehicles, bicycles, and pedestrians. Roadway improvements include milling and resurfacing; drainage upgrades to reduce flooding; utility upgrades to increase water main size and add reclaimed water service; landscaping improvements; and signalization upgrades. Our team helped direct a public involvement program with local stakeholders and agency staff to obtain consensus from the community for the approved design concept. Permit coordination was required with FDOT and Collier County for pavement, drainage, and signalization enhancements at the intersections of Central Avenue with US 41 and Goodlette-Frank Road.

Gwinnett County, Comprehensive Transportation Plan (CTP) (Destination2040), Gwinnett County, GA — Project analyst. Kimley-Horn is preparing Gwinnett County's Comprehensive Transportation Plan (CTP), Destination2040, in the metro Atlanta region of Georgia. Analyzing existing transit services and identifying opportunities for increasing ridership is one component of the CTP for this suburban county. Gwinnett County has experienced tremendous growth in the last three decades—now approaching one million residents—and is home to a significant commuter population as well as its own large employment centers. Kimley-Horn analyzed Automated Passenger Counter (APC) data, performed an on-board survey, and analyzed demographic data to understand the performance of the existing system, how riders were interacting with the system, and opportunities to expand service. Kimley-Horn performed a Title VI analysis of the system to meet Federal Transit Administration (FTA) requirements. The needs assessment phase of the project is nearing completion and the development of specific improvement recommendations is underway.

Broward County South US 1 Bus Rapid Transit (BRT) Improvements Study, Broward County, FL — Project analyst for Bus Rapid Transit improvements for South US 1 between Downtown Fort Lauderdale and Aventura Mall (Miami-Dade County). The study developed a package of short- and medium-term implementation projects and identified long-term investments to improve transit service, mobility, livability, and support economic development along the corridor. Multijurisdictional coordination included an advisory committee consisting of five municipalities, two counties, two state agencies, an international airport, and eight additional stakeholder agencies. The solutions included transit infrastructure, traffic signalization, intelligent transportation systems (ITS), and complete streets to support transit-oriented development, multimodal facilities, and improved surface transportation.

Sarasota County Area Transit (SCAT) Transit Onboard Surveys and Ridecheck Study, Sarasota, FL — Project analyst responsible for collecting and analyzing transit ridership data for Sarasota County Area Transit's (SCAT) fixed route transit bus system using state-of-the-practice techniques. The 100% ride-check was completed to assist in the verification of transit activity by route and stop for all 26 local and express routes, as well as validation of their Automatic Passenger Counter (APC) system. The transit onboard origin-destination (OD) ridership surveys were conducted through passenger interviews using electronic tablets to document transit rider origins and destinations, boarding and alighting, transfer patterns, and demographic characteristics. The transit data results will provide accurate geo-located data to allow SCAT to conduct transit route optimization and system planning, and identify short- and long-term service and operational enhancements for Sarasota County.

BACKGROUND AND EXPERTISE

Mr. Creveling has over 45 years experience in urban and real estate economics and urban planning, providing market and economic analysis and strategic and business planning services to local governments, public agencies, business and community organizations, and private interests in:

- **Community Development.** Market analyses and strategies for revitalizing downtowns and urban neighborhoods, providing affordable housing, and financing urban infrastructure and services.
- **Economic Development.** Market analyses and strategic plans for attracting and retaining business, industry, and tourism.
- **Real Estate Development.** Market and financial feasibility studies for residential, commercial, and industrial properties and projects, and sports and entertainment facilities; analyses of economic and fiscal impacts of development.

PROFESSIONAL HISTORY

- URBANOMICS, Inc., Ponte Vedra Beach, FL
President
- PLANTEC Corporation, Jacksonville, FL
Vice President
- Kenneth Creveling Associates, Fairfax, VA
Principal
- Economics Research Associates, McLean, VA
Senior Associate
- Edwards and Kelcey, Inc., Newark, NJ
Director of Planning
- Maryland State Planning Department, Baltimore, MD
Local Planning Advisor

EDUCATION AND KEY AFFILIATIONS

- BS and BA Degrees, Rutgers University
- Graduate Studies, Economics, New York University, George Mason University
- American Institute of Certified Planners (AICP),
Charter Member
- American Planning Association, Charter Member
- Urban Land Institute (ULI)
- ULI Metro Market Profiles – Naples, Jacksonville, and Sarasota, Florida
- ULI Northeast Florida Reality Check (Visioning process) – Facilitator and Advisor
- Southern Economic Development Council
- South Carolina Main Street Program, Economic Advisor – Conway, Seneca, and Union

REPRESENTATIVE CLIENTS

Community Development

- Bradenton Housing Authority, Florida
- City of Charleston, South Carolina
- Charlotte Center City Partners, North Carolina
- Charlotte Housing Authority, North Carolina
- City of Clearwater, Florida
- City of Fort Pierce, Florida
- City of Fort Walton Beach, Florida
- City of Jacksonville, Florida
- Jacksonville Housing Authority, Florida
- City of Key West, Florida
- Miami-Dade Housing Agency, Florida
- City of New Smyrna Beach, Florida
- City of Punta Gorda, Florida
- City of St. Augustine, Florida
- City of Savannah, Georgia
- City of South Boston, Virginia
- City of Winter Haven, Florida
- City of Zephyrhills, Florida

Economic Development

- Reading/Berks County, Pennsylvania
- Cabarrus County, North Carolina
- City of Casselberry, Florida
- City of Edgewater, Florida
- Hagerstown/Washington County, Maryland
- Myrtle Beach/Horry County, South Carolina
- Dover/Kent County, Delaware
- Martin County, Florida
- Towns of Huntersville, Cornelius, and Davidson, North Carolina
- Pensacola/Escambia County, Florida
- St. Johns County, Florida
- Tri-County Southern Maryland Region (Washington DC area)
- Wakulla County, Florida
- Williamsburg/James City County, Virginia

Real Estate Development

- Grand Haven and Hammock Beach, Palm Coast, Florida
- Guilford Center Business Park, Greensboro, North Carolina
- Harbortown, Jacksonville, Florida
- Jacksonville International Airport Area, Florida
- Julington Creek Plantation, St. Johns County, Florida
- Murdock Town Center, Port Charlotte, Florida
- Lake Adger, Polk County, North Carolina
- Oaks Mall Activity Center, Gainesville, Florida
- Oakleaf Plantation Village Center, Clay County, Florida
- Progress Park, DeBary, Florida
- Roanoke Industrial Center, Roanoke, Virginia
- Sandestin Resort and Community, Walton County, Florida
- SantaFe Health Park, Gainesville, Florida
- Sebastian Harbor, St. Augustine, Florida
- Southwood Plantation, Tallahassee, Florida
- White Oak Plantation, Nassau County, Florida
- World Golf Village, St. Augustine, Florida

BACKGROUND AND EXPERTISE

Mr. Mondae has over 40 years experience as corporate Project Officer/Director and principal consultant on a wide variety of urban and real estate development and strategic planning projects for all levels of government and the private sector in commercial and industrial development, recreation and tourism, retail and hotel projects, master planned communities, housing and urban revitalization, and community and economic development.

- **Community Development.** Market analyses and strategies for revitalizing downtowns and urban neighborhoods, providing affordable housing, and financing urban infrastructure and services including CRA development and programming
- **Economic Development.** Market analyses and strategic plans for attracting and growing business, industry, and tourism
- **Real Estate Development.** Market and financial feasibility studies for residential, commercial, and industrial properties and projects, and sports, cultural and entertainment facilities; analyses of economic and fiscal impacts of development

PROFESSIONAL HISTORY

- URBANOMICS, Inc., Ponte Vedra Beach, FL, Senior Director
- Planvest, Inc., Ponte Vedra Beach, FL, President
- Columbus Hotel Properties, Director of Development
- Strategic Planning Group, Inc., Jacksonville, FL President & Senior Managing Director
- Reynolds, Smith & Hills, Jacksonville, FL Director-Development Division
- PLANTEC Corporation, Jacksonville, FL Senior Vice President & Practice Director
- Hammer, Siler, George Associates, Washington, DC Senior Associate
- Federated Department Stores., Cincinnati, OH Market and Site Selection Analyst

EDUCATION AND KEY AFFILIATIONS

- BS, Southern Illinois University
- Urban Land Institute
- American Planning Association
- Ponte Vedra Chamber of Commerce, Founding Board Member
- Ponte Vedra Municipal Service District, Past President

SIGNIFICANT PROJECTS

Community Development

- City of Bradenton, Florida
- City of St. Augustine, Florida
- City of Palm Coast, Florida
- City of Jacksonville, Florida
- City of Jacksonville Beach, Florida
- City of St. Louis, Missouri
- City of Tallahassee, Florida
- Hall County, Georgia
- City of Benton Harbor, Michigan
- City of St. Petersburg, Florida
- City of Sunrise, Florida

Economic Development

- Pennsylvania Avenue Development Commission, Washington, DC
- City of Jacksonville, Florida
- City of Ormond Beach, Florida
- St. Johns County, Florida
- Camden County, Georgia
- Volusia County, Florida
- Washington County, Utah
- Liberty County, Texas
- Flagler County, Florida
- K2O Resources, San Juan County, Utah
- Lake Michigan Marina Development Commission, Indiana
- Washtenaw County, Michigan
- Broward County Port Authority, Florida

Real Estate Development

- Fells Point, Baltimore Inner Harbor, Maryland
- Jacksonville Landing, Jacksonville, Florida
- Marineland of Florida, Flagler County, Florida
- Plaza International property (International Drive), Orlando, Florida
- Sandestin Marina, Walton County, Florida
- Savannah Harbour Hotel/Convention Center, Savannah, Georgia
- Silver Springs, Ocala, Florida
- Leon County Fairgrounds, Tallahassee, Florida
- Sawgrass Marriott Resort/Conference Center, Ponte Vedra Beach, Florida
- Ft Lauderdale Commerce Park, Ft. Lauderdale, Florida
- Major Realty property (Universal Orlando), Orlando, Florida
- Vilano Beach Hotel/Conference Center, St. Augustine, Florida
- Sawgrass Country Club and Players Club, Ponte Vedra Beach, Florida
- World Golf Village/Hall of Fame Complex, St. Augustine, Florida



Tammy Vrana, AICP

Public Outreach and Engagement

OVERVIEW

Tammy Vrana has 30 years of planning experience serving local governments, MPOs, and the Florida Department of Transportation. Tammy's experience encompasses growth management and community development policy, multimodal transportation planning, and public involvement. She is adept at working across disciplines with diverse stakeholders to identify and synthesize community issues and recommend practical, consensus-driven solutions. She specializes in community outreach and engagement methods to inform decision-making and build community support for plans and projects.

RELEVANT PROJECT EXPERIENCE

Project Manager, Neighborhood Plan 2.0, City of Dade City (2016). Performed existing conditions analysis, facilitated community workshops to identify neighborhood needs and vision, and developed neighborhood plan document.

Project Manager, Regulating Plan and Form-Based Code, City of Zephyrhills (2013-2015). Facilitated community workshops and developed regulatory tools for the city's (Re)Imagine Gall Boulevard initiative addressing the U.S. 301/Gall Boulevard Corridor.

Client Liaison, U.S. 301 Transportation Vision and Land Use Strategy, Pasco County MPO (2014-2015). Represented cities of Dade City and Zephyrhills. The cities and Pasco County were engaged by the MPO to develop a vision and implementation strategy for the nine-mile corridor. Through direct collaboration with stakeholders and public involvement, consensus was reached on strategies to shape future development and integrate multimodal transportation as measures to maintain U.S. 301 as a four-lane facility and preserve rural landscapes.

Subconsultant, Downtown Parking Demand Study, City of St. Petersburg (2015): Assisted Kimley-Horn in developing and implementing the project Public Involvement Plan. Coordinated outreach for online surveys and public workshops to obtain input on the project analysis and recommendations. Organized workshop logistics and activities, and prepared summaries of results. Achieved excellent survey participation and meeting attendance.

Subconsultant, Historic Roser Park Neighborhood Plan and Historic Uptown Neighborhood Plan Updates, City of St. Petersburg (2012-2014): Facilitated community workshops and developed neighborhood plan documents.

Subconsultant, Scott Street "Green Street" Design, City of Tampa (2015-2016): Developed and implemented the project Public Involvement Plan. Coordinated outreach and public workshops to obtain input and feedback on design concepts. Achieved excellent meeting attendance by residents in nearby low-income, minority neighborhoods.

Subconsultant, Community Impact Assessment, FDOT District 1 (2012-Present): Tasks include developing outreach materials, conducting community outreach, providing input on SCE evaluations and project summary reports, and participating in ETAT presentations.

Project Manager/Facilitator, Guide to Creating & Updating Community Plans, Hillsborough County City-County Planning Commission (2011-2012): Engaged diverse stakeholders, including government agencies to develop a guide that standardizes aspects of community plans while allowing unique qualities of communities to influence plan recommendations. Recipient of the 2012 National American Planning Association Award, County Division.

Expertise

Public Involvement
Community Development
Community Redevelopment Areas
Growth Management
Transportation Planning
Community Impact Assessment
Environmental Justice Analysis

Education

B.A. Economic Geography, University of Florida, 1986
Coursework, Sustainable Community Design, University of South Florida

Years of Experience

Vrana Consulting, Inc. - 9 Years
Other Consulting Firms - 18 Years
Public Agencies - 6 Years

Certifications/Affiliations/Trainings

American Institute of Certified Planners (1993-Present)
Pinellas MPO Citizens Advisory Committee (2015-Present)
Planning & Zoning Board & Zoning Board of Appeals, City of Safety Harbor (1998-2001 and 2009-2015)
Pinellas MPO Bicycle Advisory Committee (2001-2009)
Designing for Pedestrian Safety, FDOT District One (2016)
PD&E Training, FDOT (2014)
Wheels of Justice, Practical Strategies for Equity Analysis in Transportation Planning, FHWA (2013)
Transit Accessibility and Facilities Design, FDOT (2011)
Master Sustainable Floridian, UF/IFAS (2011-Present)

Project Manager/Planner, Continuing Services Contracts: Typical services include transportation planning, development review, comprehensive planning, land development code amendments, intergovernmental coordination, and public involvement.

- Subconsultant, General Planning Contract, Hillsborough County MPO (2015-2018)
- Subconsultant, General Planning Contract, Pinellas County MPO
- Subconsultant, BDI General Engineering Contract, FDOT District 5 (2015-2018)
- Subconsultant, Corridor Studies, Sub-Area Studies and Special Transportation Studies, FDOT District 7 (2015-2018)
- General Planning Contract, City of Dade City (2013-2016)
- Planning Contract, City of New Port Richey (2007-2010)
- General Planning Contract, City of Port Richey (2012-2016)
- General Planning Contract, City of Zephyrhills (2015-2018)

Project Manager/Facilitator, Local Government Comprehensive Plans (1989-2016): Developed existing conditions inventory, level of service analyses, future needs assessments, policy documents, and evaluation and appraisals reports for required and optional comprehensive plan elements. Organized and facilitated visioning exercises to determine community values, needs, and preferences. Conducted meetings, workshops, and hearings to build consensus and achieve local approval. Coordinated with reviewing agencies.

- | | | |
|------------------------------|---------------------------|------------------------|
| • Town of Kenneth City | • City of Dade City | • City of Inverness |
| • City of Zephyrhills | • City of New Port Richey | • Hardee County |
| • City of Clearwater (staff) | • City of Palmetto | • Pasco County (staff) |
| • City of Destin | • City of Port Richey | |

Task Manager, Sociocultural Effects Evaluation Support, FDOT District 1 (2003-2007): Performed SCE evaluations and preliminary review of ETAT project evaluations for the District ETDM Coordinator, and recommended follow up actions for the project development phase. Developed guidance documents and conducted ETAT trainings to improve quality project reviews. Conducted public outreach to obtain feedback on projects in non-MPO areas.

Subconsultant, SCE Evaluation and Public Involvement Support, FDOT State Environmental Management Office (2011-Present): Develop user guides and other training materials addressing discrete steps in the SCE evaluation process—including environmental justice analysis—for all project phases. Participates in enhancements to FDOT's Environmental Screening Tool, including the Sociocultural Data Report.

Task Manager, ETDM Process, State Environmental Management Office, FDOT (2003-2007): Assisted in development of the ETDM process and associated reports, manuals and tools, including Environmental Screening Tool enhancements, Sociocultural Effects Evaluation Handbook, and Public Involvement for the ETDM Process Handbook

Subconsultant to Sam Schwarz Engineering, Fort Fraser Trail Extension PD&E Study (Polk County), FDOT District 1 (2014-2017): Developed the project SCE Evaluation and provided support for development and implementation of the project Public Involvement Plan.

Project Manager, Zephyrhills Multi-Use Trail Master Plan, City of Zephyrhills (2007): Plan included opportunities and constraints analysis, corridor identification, trail segment prioritization and cost estimates, design standards, implementation strategies, intergovernmental coordination and public outreach.

Project Planner, U.S. 98 PD&E Study from Suncoast Parkway to U.S. 19 (Citrus and Hernando Counties), FDOT District 7 (1996-1998). Performed community impact assessment and coordinated public involvement activities.

Project Planner, West Bay Drive PD&E Study Reevaluation (Pinellas County), FDOT District 7 (1996): Performed community impact assessment, coordinated public involvement activities, and assisted in the evaluation of hazardous material sites and relocation potential.

Project Manager, North Central County Rural Design Land Development Regulations, Manatee County (2003-2004): Facilitated the community-based process to develop implementation methods for rural road landscape preservation, commercial architectural standards, and greenway/trails network development.

Task Manager, Polk Rural Land Stewardship Program, Polk County and Polk Land Stewardship Alliance (2007): Developed a compendium of transfer of development rights programs to inform program development. Presented findings and concepts at meetings.



3. Availability, Capacity, and Location

A. Availability/Capacity

The Kimley-Horn team will be completely available to you for this project. Our local staff is backed by more than 550 employees in 14 Florida offices, and more than 2,800 employees nationwide. We are confident that we can meet the technical and manpower needs anticipated for this project. It is part of the firm's philosophy to operate as a single cost/profit center. As a result, we are able to share our depth of resources firmwide. We can forecast manpower needs by office, division, region, and on a firmwide basis.

The members of our project team were selected using two criteria: (1) their experience with similar projects and (2) their availability to assume major technical responsibilities within your project schedule.

Kimley-Horn has a proactive management system, known as "cast-aheads," used to detail every project's personnel needs and also to determine each staff person's availability. By continuously matching project needs with staff availability, our cast-aheads system is an accurate tool for keeping our projects on schedule. Based on a review of our cast-aheads, we can assure you that the staff members selected for this team are available immediately to serve the City of New Port Richey and are in an excellent position to handle the workload of any forthcoming assignment.

NAME	AVAILABILITY	LOCATION
Keith Greminger, AIA, NCARB	65%	Tampa, FL
Kelley Klepper, AICP	55%	Sarasota, FL
Jared Schneider, AICP, CNU-A	50%	Tampa, FL
Kelly Fearon, EIT	50%	Tampa, FL
Kenneth H. Creveling, AICP	45%	Ponte Verda Beach, FL
Anthony Mondae	45%	Ponte Verda Beach, FL
Tammy Vrana, AICP	55%	Safety Harbor, FL

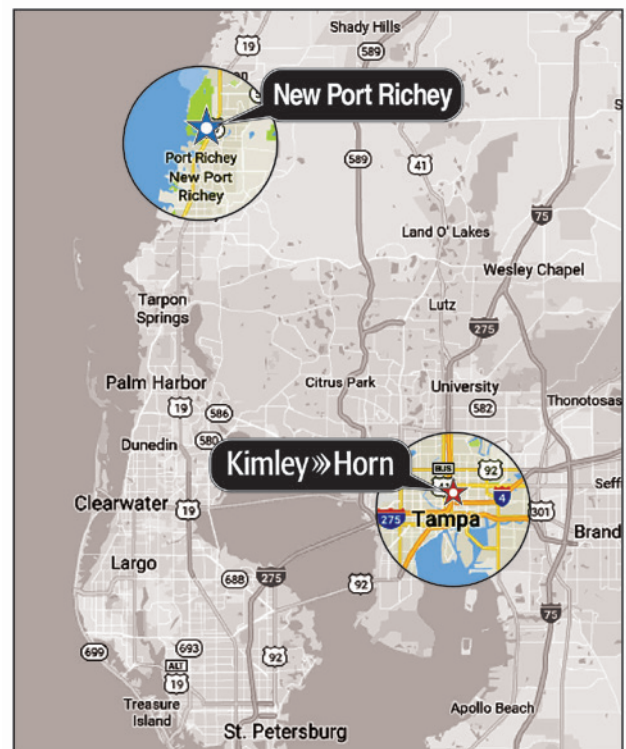
Although not listed on the Organizational Chart, additional staff members have technical expertise that can be brought in to assist Key Team members on any project.

B. Location

Kimley-Horn's Tampa office opened in 1978. This office will be responsible for the actual production of the work related to this project. From this location, we will work diligently to encourage open communication to keep you informed about project activity and primary schedule achievements. We will work with the City of New Port Richey to establish the schedule and scope of work and serve in close proximity as the direct contact for the duration of the assignment. Kimley-Horn's Tampa office is approximately 35 miles away from New Port Richey, which allows our project manager to be onsite or at a meeting well within an hour.

Kimley-Horn Tampa Office

655 N Franklin Street
Suite 150
Tampa, Florida 33602
Phone: (813) 620-1460





4. CRA Experience – Areas of Expertise in Community Redevelopments

A. Qualifications

Comprehensive Planning

Kimley-Horn's planning staff has a wide range of experience with comprehensive plans, land development controls and design standards, and master planning. Our knowledge of critical planning elements such as public participation, community visioning, regulatory and policy planning, entitlements, comprehensive plans, land use scenario planning, implementation strategies, cultural and natural resources, and intergovernmental coordination reflects that our work is truly comprehensive in scope. Kimley-Horn's staff has developed numerous comprehensive plans, zoning ordinances, subdivision regulations, overlay districts, and planned unit development agreements. Moreover, we thoroughly understand the consensus-building and approval processes.

Regulatory Tools, Policy Planning, and Zoning

In recent years, planning concepts of smart growth and sustainability have emerged as a framework to ensure quality of life values including conservation of natural resources, while allowing growth to take place. Our planners know achieving this type of growth requires practical solutions that correspond to the objectives of the community. As the principal form of land use control in the United States, zoning plays a vital role in preserving the unique character and sense of place for communities struggling to balance growth pressures with land preservation. Kimley-Horn appreciates the intricacies of modern zoning ordinances and has partnered with communities throughout the country to prepare land development codes and zoning overlay districts that are comprehensive in nature, but cognizant of the needs for the end-user of the document.

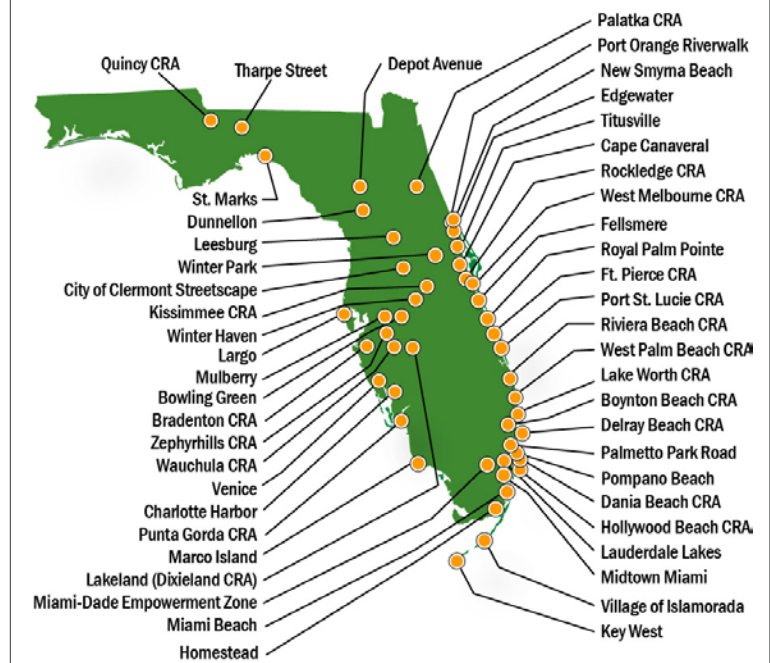
Urban Design and Redevelopment

Creating a healthy community takes a great understanding of the big picture and an appreciation for the details. Urban redevelopment requires an extraordinary ability to solve problems creatively, envision and design projects critical to the life of a community, and stimulate community involvement to achieve overall transformation.

In order to be effective, **land use planning, community planning, and zoning** initiatives require a balance between broad public-sector/community goals and private-sector development demands. Too often, public- and private-sector forces battle one another, diluting the effectiveness of important community building initiatives. We have real-world experience in designing public-sector, community-based plans and partnering to build private-sector development projects. This translates into an effective community consensus on the ideal with an implementable plan to make the ideal real. We realize creating ideal projects that work is an important part of the City's focus, as it is ours; in our experience, we've provided exactly this focus to other municipalities.

Central to our success are two basic concepts. First, we offer any redevelopment effort a wide variety of professionals under a single management structure. Key disciplines such as community redevelopment planning and implementation, including market and funding analysis (TIF analysis), transportation, urban design, urban infrastructure and utility planning, environmental permitting, and mapping are all offered in-house by a tightly coordinated team. Second, our principal team members have been working together and collaborating successfully for years on redevelopment projects across the

Florida Redevelopment Projects and Clients





state including finding of necessity analyses, redevelopment master plans, parks, streetscape, parking, infrastructure, capital improvements planning, as well as catalyst site identification. This means that our collective learning curve is remarkably low, and that our team experience can be effectively and efficiently applied to a particular community's needs.

At Kimley-Horn, our goal is implementation. With more than \$150 million of built urban redevelopment initiatives—and another \$50 million in the planning stage—we have an excellent working knowledge of how to get things done. A recent review of our past projects revealed that our typical redevelopment project involves an average of eight different funding sources.

Community Redevelopment Area (CRA) Experience

Kimley-Horn is well known among Florida CRAs for being a creative partner in pushing forward their community's vision. Our team of experts has consistently sought to bring new and innovative ideas to the renewal of these areas. Our work with CRAs has included master planning, land use regulation, zoning, civil engineering, and project team management. Our approach to community redevelopment is one in which our planning team works with our in-house staff of engineers, planners, landscape architects, and environmental specialists from the outset to ensure that the functional components of the project merge seamlessly with the aesthetic ones. We also effectively collaborate with stakeholders to understand the community's core group of issues and partner with the community to ensure that these, and additional areas of concern that may arise, are kept at the forefront of the planning process. Creating a successful, viable community requires careful attention to process, including the use of a strong, community-based public involvement process.



Geographic Information Systems (GIS)

Recognizing the value and importance of GIS technology in data management, planning, and analysis, Kimley-Horn has developed a multidisciplinary team of GIS professionals who offer GIS services to our clients. This multidisciplinary expertise enables us to develop GIS that is tailored to the specific requirements of the project objectives. We offer a team of experienced GIS practitioners who understand the full system development life cycle and the importance of approaching each project systematically in this regard. We can identify the user needs, combining level and types of data needed to gain the maximum possible benefit from the analytical capabilities of your GIS.

At Kimley-Horn, we use Environmental Systems Research Institute's (ESRI) GIS platform for integration and management of spatial data. All divisions of Kimley-Horn routinely apply GIS tools and techniques to standardize an efficient work flow and provide a defensible analysis on our projects. Our team's GIS technology experience has assisted numerous local and state agencies in developing transportation plans and programs for both short-term and long-range improvements.

We have the expertise to apply GIS tools and techniques to make use of various levels of network, demographic, and land use information to produce a single output relating a user-defined concept. Kimley-Horn can provide Global Positioning System (GPS) data services and data collection/research from current and published spatial data sources maintained by federal, state, and county agencies.

Public Involvement

The Kimley-Horn team understands the pivotal role of meaningful and successful public involvement programs that enable area residents and stakeholders to establish priorities for their communities. Community involvement may affect the overall program, funding strategies, and implementation phasing. Kimley-Horn is a statewide leader in public involvement and has received awards from the American Planning Association (APA) and the American Society of Landscape Architects (ASLA) for our work in this area. Kimley-Horn is known for developing innovative approaches to



projects that involve community participation. For those projects that require community involvement and acceptance, we have developed effective methods of bringing the community into the process.

We are strongly committed to conducting public participation programs that educate, inform, and build consensus for a particular solution. Each project is different in terms of the stakeholders and the critical issues involved, thus each public involvement program must be tailored to specifically address the project's needs. For this project, we have teamed with Vrana Consulting to provide additional resources and expertise for your public involvement needs. Tammy Vrana has extensive experience working with the City of New Port Richey and its community, having helped in the development of its North River Neighborhood Plan and 2020 Comprehensive Plan. She also has an ongoing planning services contract with the City. The team assembled by Kimley-Horn understands that a strong partnership with the community is critical, and we remain diligent in educating, informing, and building consensus among diverse groups. Consequently, we have developed effective methods of bringing the community into the process including:

- ❖ Charrette design and facilitation
- ❖ Workshop design and facilitation
- ❖ Innovative notification techniques
- ❖ GIS analysis and graphics
- ❖ Extensive graphics support, including 3D modeling and graphic fly-through models

We understand the difficulty communities everywhere have encouraging participation in the planning process. To foster meaningful feedback and provide attendee engagement during public meetings, we allow audience members to poll anonymously through a key pad polling system incorporated into our PowerPoint presentations. This allows community members to comfortably express their opinions and the city to receive a larger number of responses.



Economic Analysis

For our market analysis, demographic, finance, funding, and incentive strategies we have teamed with **URBANOMICS**, a trusted partner we have worked with over many years and projects. URBANOMICS has a 25-year history working with local governments, public agencies, business and community organizations, and real estate interests throughout the Middle Atlantic and Southeastern United States. Services include:

- Market and economic analysis and strategic planning for community development and urban revitalization
- Economic development and tourism
- Development of residential, resort, commercial, industrial, and leisure properties.

URBANOMICS works with communities to improve the character and quality of the built environment, including the revitalization and redevelopment of downtowns, neighborhoods, and commercial, industrial, and waterfront areas. They also advise on growth-related demands for urban infrastructure as well as the services and associated funding requirements and sources. URBANOMICS works with communities and regions to improve their competitive positions in attracting and sustaining new business and industry. They identify the types of business and industry best suited for the area and develop strategies to improve the community through infrastructure, site inventory, workforce skills,



marketing, leadership, and organizational management. By doing this, communities are able to attract and retain business and industry in a variety of economic sectors.

URBANOMICS and its senior staff have provided market and financial analyses, including TIF revenue analyses and projections, and development and marketing strategies for redevelopment plans and projects in a number of Florida communities, including:

- **Altamonte Springs** – Redevelopment plan for then new Central Altamonte CRA (a.k.a., Uptown Altamonte) at I-4 and SR 436
- **Bradenton** – Redevelopment plan for the Rogers/Rogers Garden public housing community and Singeltary neighborhood
- **Casselberry** – Redevelopment plan for the North Winter Park Drive area (potential CRA)
- **Clearwater** – Redevelopment plan for the North Greenwood community
- **Jacksonville** – Redevelopment plan updates for three downtown CRAs; redevelopment plan for the LaVilla-Convention Center Subdistrict; redevelopment plan for the Durkeeville public housing community and Myrtle Avenue neighborhood
- **Fort Walton Beach** – Redevelopment plan for the Downtown CRA
- **Miami** – Market analysis and strategy for redevelopment of the Ward Towers assisted living facility
- **New Smyrna Beach** – Redevelopment plan for the new US 1 Corridor CRA
- **Ormond Beach** – Redevelopment plan for the new Ormond Crossings CRA
- **Palm Coast** – Redevelopment plan for the new SR 100 Corridor CRA
- **Port Orange** – Redevelopment plan for the Riverfront District (part of the Town Center CRA)
- **Punta Gorda** – Post-hurricane redevelopment strategy for the Downtown CRA
- **Key West** – CRA redevelopment plan for the Bahama Village neighborhood
- **St. Augustine** – CRA redevelopment plan for the historic Lincolnville community
- **West Palm Beach** – CRA redevelopment plan for the Westgate-Belvedere community
- **Winter Haven** – Redevelopment plan update for Downtown and Urban Lakefront CRA
- **Zephyrhills** – Redevelopment plan update for the expanded Downtown CRA

B. Ability to Perform Tasks on Time and Within Budget

We recognize that budget and schedule control are critical to the success of your program. Meeting your schedule for deliverables is not just a goal to us—it is a mandate. Cost and schedule control are inherently tied to people. Their experiences, vision, management styles, and philosophies all affect significant components of a project approach and its execution. Kimley-Horn has a track record of successfully completing projects on or ahead of schedule and within budget. This success is due, in part, to each project's schedule and budget being aggressively communicated to the project team by the project manager. We work with staff to identify key targets and milestones early on to help establish clear direction and an understanding of project deliverables. We take pride in evaluating any unanticipated obstacles and making informed recommendations to overcome them before they impact the project's schedule and budget.

In addition to our proactive communication, Kimley-Horn uses a “work plan” tool for organizing individual project tasks by phase and discipline. The anticipated labor effort is then summarized in a matrix that forms the basis for establishing and tracking the project budget. We track the budget on a percent-complete basis in order to measure performance during each accounting report period.

We will include critical decision-making points in our work plans so the project team and the City of New Port Richey can agree upon the best course of action to keep the project on track. There always will be unexpected challenges unique to any given project; it is critical that an approach be developed that controls what can be controlled and builds in mechanisms for dealing with the unexpected.

Kimley-Horn is well suited to manage and administer projects. We are prepared to commit the necessary resources to ensure the success of your efforts. And with our experienced team of local resources, we have unequalled ability to perform on this assignment. Our local presence makes access to these resources simple. To assist our



project managers in efficient administration of projects, Kimley-Horn maintains a detailed, integrated management information system (MIS), designed primarily to focus on schedule adherence and cost control.

The table below includes a list of similar planning projects that were completed on time and within budget:

PROJECT	ON TIME	ON BUDGET
Zephyrhills CRA Update	✓	✓
North Lake Mirror CRA Redevelopment Master Plan	✓	✓
New Smyrna Beach Planning Services	✓	✓
Tampa West River Master Plan	✓	✓
Dunnellon CRA Update	✓	✓
Village of Palmetto Bay Franjo Activity Center	✓	✓
Town of Miami Lakes EAR and EAR-Based Amendments	✓	✓
Comprehensive Planning Services, Belle Glade	✓	✓
Hardee County EAR	✓	✓
Venice Land Development Code Format	✓	✓
Wauchula CRA Master Plan	✓	✓

C. Project Experience

Representative projects can be found on the following pages.

Zephyrhills CRA Master Plan Update

Kimley-Horn prepared a master plan update for the CRA in downtown Zephyrhills. The impetus for this project was the City's desire to leverage the downtown and historic district's assets to create a vital downtown environment for its residents and businesses, in addition to attracting more of the Tampa Bay area's population to visit. A key component of the plan was creating a pedestrian-scaled "Main Street" along what is currently US 301. Kimley-Horn worked with the City to relocate the state road designation, and transform this vehicular-oriented corridor into a vibrant mixed-use, pedestrian-scaled corridor. A key component of the master plan update was the identification, analysis, and expansion of five additional key areas for inclusion in the CRA. These areas provided added redevelopment potential in support of the City's core focus.

Additional priorities include:

- Entry/gateway enhancements
- Enhanced identity of the CRA/downtown
- Improved regional "perception" of the CRA/downtown
- Strategies to leverage CRA strengths
- Strategies to engage local artists and businesses to create a more active, vital downtown

After the master plan update, we have built on that by performing additional services for the CRA, including:

- Hercules Park Preliminary Design
- Market Assessment
- Design Guidelines
- Stormwater Master Plan
- Lake Zephyrhills Park Plan



STREETSCAPE

CLIENT
City of Zephyrhills

Gail Hamilton, CRA Director
5335 8th St.
Zephyrhills, FL 33542
(813) 780-0000

LOCATION
Zephyrhills, Florida

COMPLETION DATE
2015

Kimley»Horn

North Lake Mirror CRA Redevelopment Master Plan, Lakeland, FL



The Lakeland CRA utilized Kimley-Horn's professional services for the creation of a Vision Guide document for the redevelopment of the North Lake Mirror CRA 10-acre site. These services consisted of community outreach and master planning, which served as a part of the comprehensive revitalization strategy aimed at transforming the North Downtown area into a sustainable mixed-use community with long-term viability. Kimley-Horn held a City Staff Workshop and Stakeholder Workshop for development feedback and provided a market analysis.

CLIENT

Lakeland CRA
Nicole Travis Manager
228 S. Massachusetts Ave.
Lakeland, FL 33801
(863) 834-8432

LOCATION

Lakeland, FL

YEAR COMPLETED

2016



LAND DEVELOPMENT

New Smyrna Beach Planning Services for CRA



Kimley-Horn completed the required Finding of Necessity/Blight Study for the proposed US 1 CRA and recently completed the required CRA Master Plan. The plan examined the CRA boundaries; sub-areas of analysis; identified opportunity and catalyst sites spurring redevelopment; and identified programs to promote economic development and redevelopment along the US 1/Canal Street/North Causeway corridors, including the New Smyrna Beach Municipal Airport and surrounding residential neighborhoods and business areas. The Kimley-Horn team was charged with leading a proactive stakeholder engagement program and facilitating community dialogue on the desired CRA programs and projects.

LAND DEVELOPMENT

CLIENT

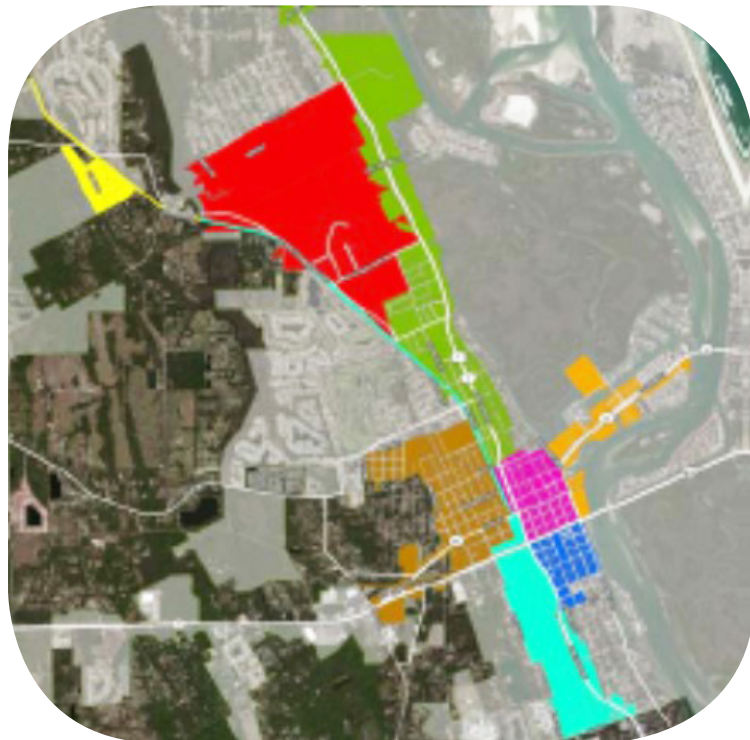
City of New Smyrna Beach
Tony Otte, CRA Director
210 Sams Ave
New Smyrna Beach, FL 32168
(386) 424-2160

LOCATION

New Smyrna Beach,
Florida

YEAR COMPLETED

2015



Tampa West River Master Plan, Tampa, FL



The Tampa Housing Authority, City of Tampa, and a broad representation of residents, business owners, community leaders, and government agencies have long dreamed of a renewed West Tampa including mixed-use/mixed-income housing to replace the aged North Boulevard Homes and Mary Bethune Tower. The City of Tampa's West River Master Plan is part of a comprehensive revitalization strategy aimed at transforming a neighborhood of concentrated poverty into a sustainable mixed-income community with long-term viability. The West River neighborhood includes approximately 150 acres of land along the western banks of the Hillsborough River and is owned by four local governmental agencies who have joined together to revitalize the neighborhood. Kimley-Horn is assisting in master planning services.

CLIENT

City of Tampa
Randy Goers, Planning
Director
1400 North Boulevard
Tampa, FL 33607
(813) 274-8694

LOCATION

Tampa, FL

YEAR COMPLETED

2015

LAND DEVELOPMENT



5. Litigation History

Kimley-Horn and its subsidiaries have provided services in all fifty states and numerous countries. Because of the many and varied projects we have completed, we are subject to various legal proceedings from time to time and in the ordinary course of business. It is not practical to provide a complete list as part of this proposal. None of the pending litigation matters, if decided against Kimley-Horn, would have a material impact on our financial statements or impair in any way our ability to serve our clients. Generally, these matters are covered by insurance, and we consider them to be without merit. If you would like to discuss our legal matters in more detail, please contact Kimley-Horn's General Counsel, Richard Cook, at 919.677.2058.

The cases being litigated in Florida are as follows:

Renee Borak and Red Borak v. Simon Property Group, Inc., et al: 15th Judicial Circuit Court, Palm Beach County; Case No. 16-CA-1148; personal injury claim; pending.

Sema Construction, Inc. v. City of Altamonte Springs: 18th Judicial Circuit Court, Seminole County; Case No. 215-CA-002951-15-W; filed 2016; alleged economic loss; pending.

Sunset Beach Investments, LLC v. Kimley-Horn and Associates, Inc.: 19th Judicial Circuit Court, St. Lucie County; Case No. 562013CA000383; filed 2013; alleged economic loss; pending.

Stacey Vasquez, a/k/a Stacey Leigh Gimson, as Personal Representative of the Estate of Frank Vasquez, III, v. Matthew J. West, et al: 13th Judicial Circuit Court, Hillsborough County; Case no. 15-CA-006839; filed 2015; traffic accident, wrongful death claim; pending.

Joan Weinstein v. Simon Property Group LP and The Town Center at Boca Raton Trust: 15th Judicial Circuit, Palm Beach County; Case No. 502016CA003199XXXMB AG; filed 2016; personal injury claim; pending.

Deontra Williams v. Florida Department of Transportation., et al: 17th Judicial Circuit Court, Broward County; Case No. CACE-13-009427(05); filed 2015; bicycle accident, personal injuries claimed; pending.



C. Proposed Fee, Schedule, and Breakdown

Scope of Services

1. Assessment of the 2012 Community Redevelopment Plan

The Kimley-Horn team will review the 2012 Community Redevelopment Plan and pertinent previous or on-going community studies provided by the City to assess the conditions of the total surrounding environment: economic, physical conditions, and project implementation status. Discussions will take place with Staff to understand successes and challenges, as well as cooperative opportunities with community partners to leverage potential resources. The project team will develop an Assessment Memorandum outlining information points, potential gaps or needs, and discrepancies or accomplishments implemented since the 2012 reporting period. The memorandum will be the basis for establishing the development of the community Vision/Goals/Objectives & Policies to move forward.

2. Public Involvement Plan – Stakeholder Interviews/Public Meetings

Inclusive public participation is essential to establishing the legitimacy of the CRP planning process and outcomes. The Kimley-Horn team will develop a Public Participation Plan with the goal of achieving community awareness and participation by diverse stakeholder groups.

The Kimley-Horn team will organize and facilitate interviews with stakeholder groups to learn about community perceptions, preferences, ideas, and concerns. The approximately 60-minute interviews will take place on one day. Stakeholder groups may include, but are not limited to:

- Real estate professionals
- Business organizations
- Neighborhood groups
- Recreation, arts, culture, and tourism groups
- Government officials and staff
- Historic Preservation groups
- Elected officials

The interview results, including the community's "must have" and "must avoid" ideas, will be reported in a summary technical memorandum. The information will be categorized by stakeholder group and theme and will outline associated recommendations for the CRP planning process going forward.

3. Community Participation Events – Survey/Workshop/Open House

The Kimley-Horn team will field a community survey using a web-based platform such as SurveyMonkey. Our team will work with staff to design a questionnaire that probes relevant topics and generates ideas for exploration. A link to the survey will be provided on the City's website and community partner websites, as appropriate. In addition, an invitation to participate in the survey will be sent using City contact lists (e-mail) and those of community partners, such as the West Pasco Chamber of Commerce. A press release will be distributed.

The vision workshop will start with an assembly period when project information is shared and general information is collected from the audience and shared instantly via interactive polling technology. Participants will divide into small groups plus a facilitator to work together on visioning exercises. The groups will be asked to think about their ideas for the planning area (look and feel). Using a table-size map of the planning area, participants will discuss and decide where to place "chips" showing various types of buildings and amenities they would like on the map. Participants will be able to draw or note other improvements/activities on the map and draw their preferred streetscapes (e.g., travel zone, parking zone, pedestrian zone, furniture zone, and tree zone) on a diagram of a typical street cross section.

The Kimley-Horn team will organize an open house that allows the community-at-large to review and provide input on the draft CRP. After the open house, the project team will discuss any needed revisions to the draft CRP based on community feedback. Interactive polling technology can be used to gain instant feedback, prioritize goals and strategies, and to quantify support for the vision. Afterward, the project team will discuss any needed revisions to the vision, strategic framework, and actions based on community feedback.



4. Development of Vision/Goals/Objectives and Policies

The Kimley-Horn team, in conjunction with City Staff, will develop a platform to establish the community visions, goals, and objectives, as well as set potentially new policies as implementation standards for accomplishment through the 2017/2018 Community Redevelopment Plan. These standards will be based upon outcomes and assessment of the 2012 Community Redevelopment Plan and pertinent previous or on-going community studies, community input derived from the public involvement, and the demographic and economic data update.

5. Five Year Capital Funding & Operating Budget/Grants/Development Incentives

The Kimley-Horn team will develop capital and operating budgets for the CRA that will incorporate ongoing and new initiatives, as well as programs planned over the next five years (FY17/18 – FY21/22). As a baseline, we will review, revise, and update, as appropriate, financial data and projections in the 2012 CRA Redevelopment Plan, the FY16/17 Budget and Work Program, and the FY16/17-20/21 CRA Capital Improvement Program. We will reassess long-range TIF revenue projections to reflect the latest property valuation data and analysis of growth opportunities in the CRA, provided that detailed property data can be readily obtained from the Pasco County Property Appraiser in an EXCEL file. We will also review and recommend other potential funding sources based on review of successful “best practices” in other communities.

The Kimley-Horn team will evaluate existing incentive grant programs in the CRA, including grants for improvement of commercial facades, for commercial leasehold improvements, and for development and occupancy of upper floor residential space. Review of these grant programs and recommendations for modifying these programs and introducing new programs will reflect our review of successful “best practices” in other communities. This will include grant programs that help support activities and special events that market and promote investment, development, and economic progress in the CRA.

The Kimley-Horn team will review the various economic development incentives used in the CRA, such as or possible land assembly, sale or lease of city-owned property, traffic and other infrastructure improvements, business assistance loans, investment of public funds in specific properties, and use of county/state/federal program funds. Improvements and revisions to these and other economic development incentives will be assessed and recommended including review of successful “best practices” in other communities.

6. Development of the 2017/2018 Community Redevelopment Plan

In updating the Redevelopment Plan for the CRA, the Kimley-Horn team proposes to assess and recommend redevelopment needs and opportunities for key areas. Significant individual commercial and institutional properties determined by and with the City and Community Redevelopment Agency will be of particular concern and high priority. This assessment of opportunities and related recommended actions will focus on the implementation of desirable, marketable, and feasible residential, commercial, and/or institutional projects that can be catalysts for further redevelopment.

7. Project Oversight Management and Coordination

Kimley-Horn, as the lead consultant, will be responsible for the entire team, both City Staff and consultants, project interaction, communication, and coordination. A project schedule will be developed in conjunction with City Staff to set milestones and delivery goals. Kimley-Horn will be responsible for managing the development of various reporting documents and access to City-provided data for team consumption in their preparation of products for the overall plan. Kimley-Horn will meet with the City Staff a maximum of three (3) times at strategic intervals to review status and deliverables based upon a predetermined project schedule. It is presumed that presentations to City Council will not be required.



Below is our team's proposed fee schedule and breakdown. Our proposed fees, which total \$58,900, are within the City of New Port Richey's estimated budget of \$60,000.

NPR Scope Assessment of Fees	
Assessment of the 2012 Community Redevelopment Plan	\$4,000
Public Involvement Plan- Stakeholder Interviews/Public Meetings	\$5,900
Community Participation Events-Survey/Workshop/Open House	\$14,000
Development of a Vision/Goals/Objectives & Policies	\$4,000
Five Year Capital Funding & Operating Budget Grants/Development Incentives	\$16,000
Development of 2017/2018 Community Redevelopment Plan – Full Planning Document with “camera ready” plans	\$12,000
Project Oversight, Management and Coordination – Printing/Accounting/Expenses	\$3,000

The Community Redevelopment Agency of
New Port Richey

Request for Proposals

Community Redevelopment Plan Update

RFP # 17-004

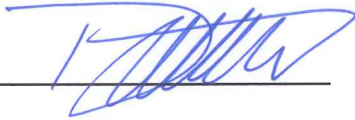
D. Required Documents

CITY OF NEW PORT RICHEY PUBLIC ENTITY CRIME STATEMENT

"A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid or proposal on a contract to provide any goods or services to a public entity, may not submit a bid or proposal with a public for the construction or repair of a public building or public work, may not submit bids on leases of real property to public entity, may not be awarded or perform work as a PROPOSER, supplier, sub-PROPOSER, or consultant under a contract with any public entity, and may not transact business with any consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

I state that this PROPOSER complies with the above.

Signed: _____



Printed Name: DAVID WALTHALL

Date: 2/24/17

**Schedule A
NON-COLLUSIVE AFFIDAVIT**

State of FLORIDA County of PALM BEACH being first duly sworn, deposes and says that:

- (1) He/she is the VICE PRESIDENT
(Owner, Partner, Officer, Representative or Agent) of the PROPOSER that has submitted the attached proposal;
- (2) He/she is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;
- (3) Such proposal is genuine and is not a collusive or sham proposal;

Signed, sealed and delivered in the presence of:

By:



(Printed Name) DAVID WALTHALL

(Title) VICE PRESIDENT

ACKNOWLEDGEMENT

State of FLORIDA

County of PALM BEACH

DAVID WALTHALL

The foregoing instrument was acknowledged before me this 24TH day of FEBRUARY, 2017, by who is personally known to me or who has produced as identification and who did (did not) take an oath.

WITNESS my hand and official seal

NOTARY PUBLIC

(Name) Dixie L. McGaffick

My Commission expires on SEPT. 24/2018



The Community Redevelopment Agency of
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Request for Proposals
Community Redevelopment Plan Update
RFP # 17-004



Prepared for



New Port Richey
Community Redevelopment Agency

Prepared by

Kimley»Horn

SEVEN EIGHT ZERO

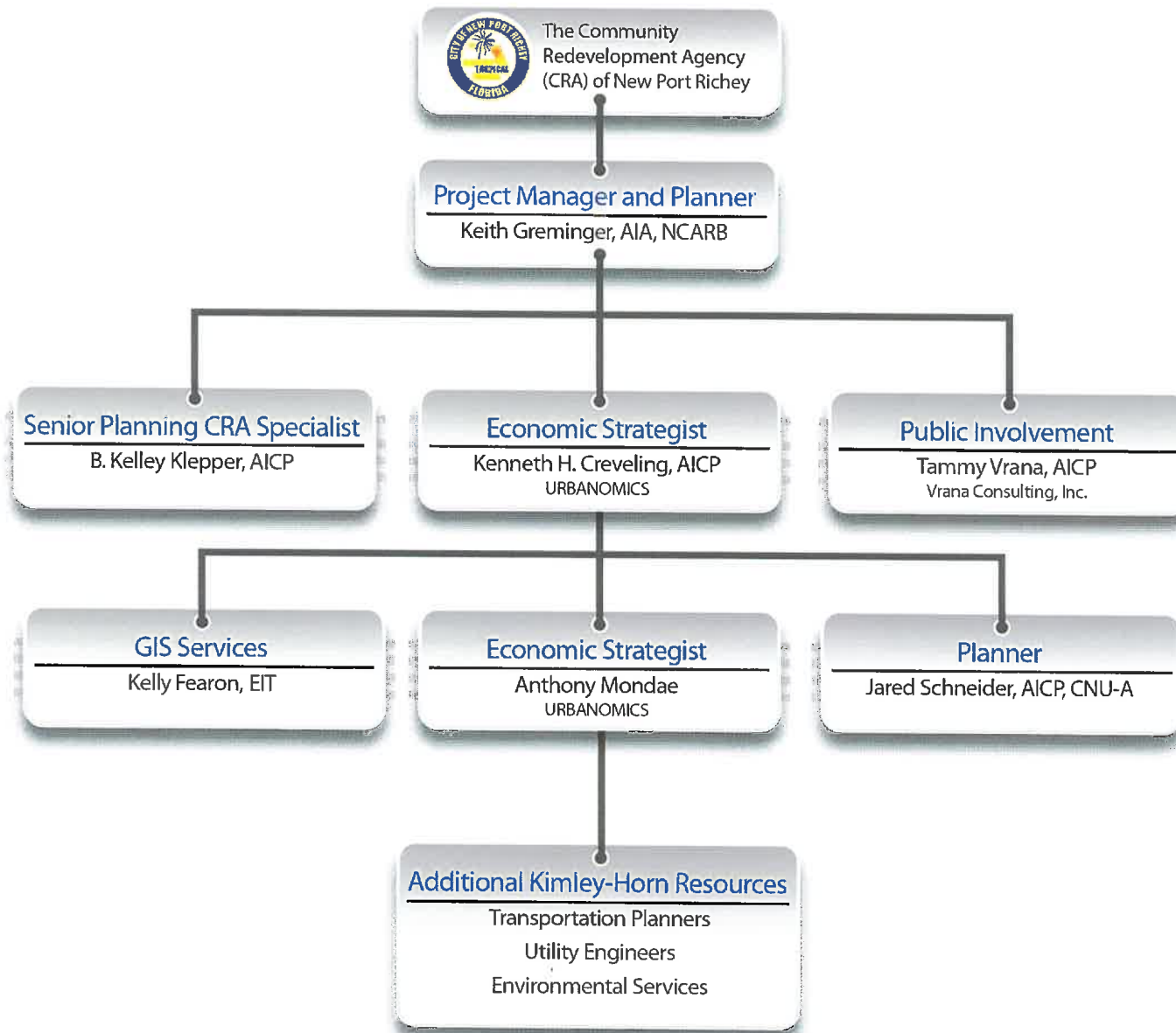


The Community Redevelopment Agency of

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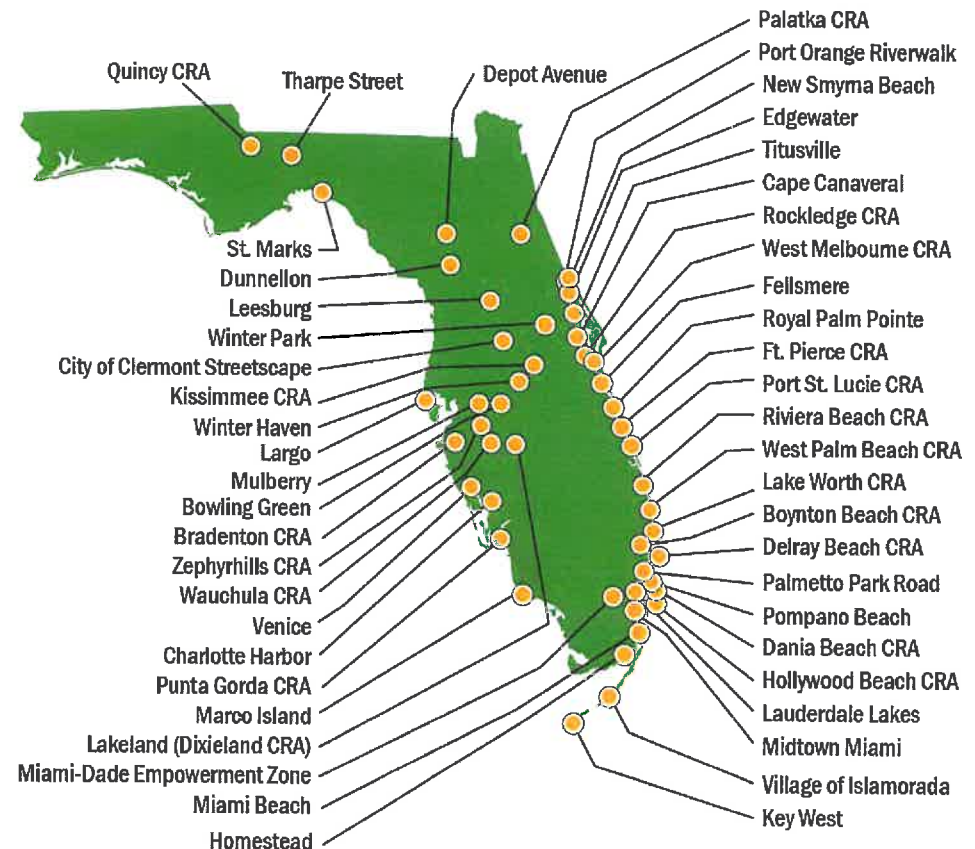




Redevelopment Partnerships

- Zephyrhills CRA Master Plan Update
- Wauchula CRA Master Plan Redevelopment Plan
- New Smyrna Beach Planning Services for CRA
- Merritt Island Redevelopment Agency Commercial Core Land Use and Infrastructure Report
- Largo CRA Expansion – Finding of Necessity

Florida Redevelopment **Projects** and Clients



An aerial photograph of a city street grid, overlaid with a semi-transparent dark grid pattern. The text is centered over this background.

Approach Strategies Economic Development Engagement Delivery



The Community Redevelopment Agency of

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Community Redevelopment Plan Update

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Approach Strategies

New Port Richey Community Redevelopment Plan 2012
Excellent Document to Build Upon



Do not Start Over!

Validate - Update - Implement

Create a Strategic Action Plan



Economic



Market and Financial Analysis

- Florida-based urban and real estate economic research and consulting firm with a 26-year history in market and financial analysis, strategic planning, and development consulting.
- Work with local governments, public agencies, community organizations, landowners, developers, and homebuilders.
- Experienced in community redevelopment market and financial analyses and strategy development -- Bradenton, Charlotte, Clearwater, Fort Pierce, Jacksonville, Key West, Miami, Savannah, St. Augustine, and West Palm Beach.
- Worked with Kimley-Horn on a number of CRA projects in Florida -- New Smyrna Beach, Port Orange, Punta Gorda, Winter Haven, and Zephyrhills.

URBANOMIC\$
Urban and Real Estate Economics



New Port Richey Market Facts

- Tax Base
 - Per capita tax base is **lowest** of peer cities studied
 - Property tax rate (9.2500 mills in 2015) is among **highest** in state
- Household Incomes
 - Median is two-thirds of county median
 - Median is **lowest** of peer communities studied
- Retail Sales
 - Accounts for 8.6% of countywide sales vs. only 3.1% of population
 - Per capita sales are among **highest** of peer communities studied
- Primary Market Area
 - Population of primary market area (Zip Codes 34652 and 34653) is **55,834** (11.2% of county)



More Market Facts

- Housing Inventory
 - Very affordable – median value of only \$88,711
 - 25% vacancy rate – very high
 - 45% renters; 55% owners – high percentage of renters, typically a very transient market
 - 77% of housing units have two bedrooms or less – not family oriented
- Employment
 - High percentage in lower wage retail and service occupations
 - Primary market area (Zip Codes 34652 and 34653) **lost 2,316** private sector jobs from 2005 to 2014
 - Zip Code 34652 (includes the US 19 corridor) **lost 2,241** jobs, down 25% from 2005 to 2014



New Port Richey Market Characteristics

	City	Zip Code 34652	Zip Code 34653	Zip Code 34655	Pasco County
Population	15,168	25,312	30,522	40,803	494,700
Household Income (\$)					
Median	29,116	32,248	34,912	57,209	45,824
Average	43,098	49,692	44,770	75,728	62,527
Household Value (\$)					
Median	88,711	99,558	96,729	212,076	137,351
Average	141,131	192,287	115,496	245,070	181,427

Source: florida.hometownlocator.com, 2016 estimates



Taxable Value & Tax Rate Comparisons

City	Taxable Property Value Per Capita (\$)	Millage Rate (\$/\$1,000)
New Port Richey	31,996	9.2500
Port Richey	93,699	5.7666
Dade City	39,458	7.1540
Zephyrhills	39,715	6.3500
Brooksville	48,193	6.6439
Tarpon Springs	60,172	5.4500
Clermont	61,654	4.2061
Leesburg	51,712	4.2678
Haines City	37,795	7.7900

Source: Florida Department of Revenue, 2015 Tax Data



Retail Sales & Median Income Comparisons

City	Retail Sales Per Capita, 2012 (\$)	Median Income 2015 (\$)
New Port Richey	30,238	29,882
Dade City	32,147	31,497
Zephyrhills	16,170	37,884
Brooksville	42,129	30,392
Tarpon Springs	12,999	45,104
Clermont	24,916	51,938
Leesburg	44,573	34,305
Haines City	14,513	34,598
Pasco County	11,221	45,064

Source: U.S. Census Quick Facts



Economic Development Assessment & Strategies

- Assess needs to expand the real property tax base
- Assess the future role of New Port Richey in West Pasco, Florida, and Nationally – visioning, branding and marketing
- Assess promising commercial, residential, and institutional market opportunities, including affordable housing for area workers
- Assess development/redevelopment strategies targeting specific areas and properties, such as:
 - Vacant and underutilized commercial buildings and sites on US 19, Main Street, and other commercial locations
 - Key properties including the Hacienda Hotel and former Community Hospital site
 - Stabilizing and upgrading neighborhoods in greatest need



CRA Capital & Operating Budgets

- Review financial data and projections in 2012 CRP, FY16/17 Budget and Work program, and FY16/17-20/21 CIP
- Review basis (e.g., assumptions) for existing TIF revenue projections
- Update TIF revenue projections to reflect latest taxable value trends and assessment of real estate development opportunities
- Prepare updated capital and operating budgets to reflect new TIF revenue projections and analysis of current and expected expenditure and capital project needs and priorities



CRA Initiatives & Financing

CRA Initiatives – review status and use, and ID “best practices”

- Land assembly and cleanup
- Sale/lease of city-owned properties
- Infrastructure improvements (e.g., streets, utilities, parks)
- Incentive programs (e.g., facades, leasehold improvements, promotion of upper floor usage)
- Community events (e.g., food festivals, arts & crafts fairs, etc.)

Sources of Financing – review status and use, and ID “best practices”

- TIF revenues – annual cash flow and bonding
- Transportation improvement and enhancement grants
- Recreational improvement and enhancement grants
- Low income housing (LIHTC)
- New market tax credits (NMTC)
- Historic preservation grants and tax credits
- Business loan and microloans
- SHIP and NSP programs

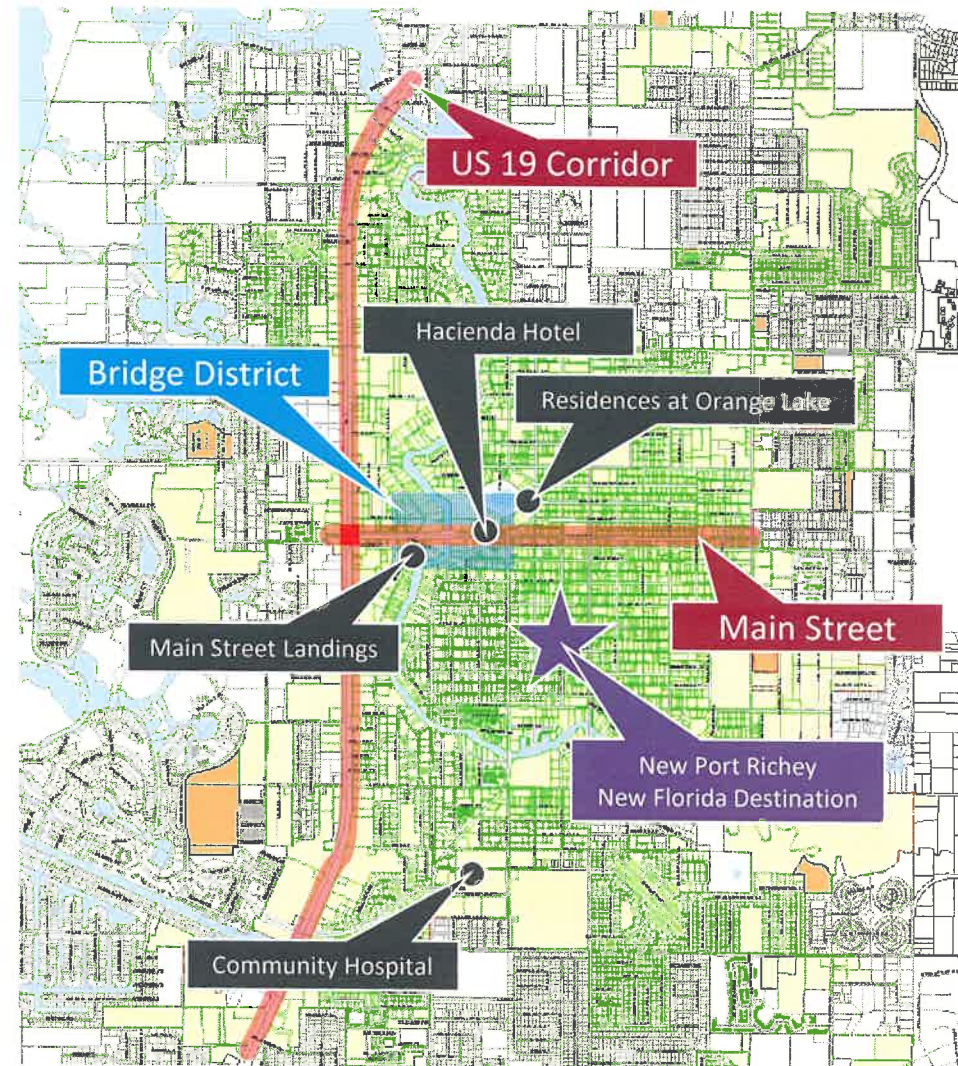
An aerial photograph of a city grid, likely Chicago, with a semi-transparent map overlay. The map uses green to highlight certain blocks and grey to highlight others, possibly indicating different land use zones or development patterns. The word "Development" is written vertically in white, bold, sans-serif font across the center of the map.

Development



Targeted Redevelopment

- City-Wide wayfinding system
- Main Street “Bridge District”
- US Highway 19 corridor improvement
- New Port Richey as a destination
- Branding strategy
- Efforts underway
 - Main Street Landings
 - Hacienda Hotel
 - Residences at Orange Lake
 - Community Hospital VA Outpatient





The Community Redevelopment Agency of

New Port Richey

Request for Proposals
Community Redevelopment Plan Update

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RFP # 17-004

Its More than Just a “Plan”

Comprehensive planning

Public Participation

Codes: Zoning, Form Based, Hybrid

Brownfields

Community master planning

Economic/fiscal/marketing analysis

Corridor, design, and implementation

Urban planning, design, and placemaking

Engineering: utilities, stormwater, sewer

Small Area Plan

Landscape architecture

Bike/Ped/Mobility Plans

Signing and wayfinding plans and design

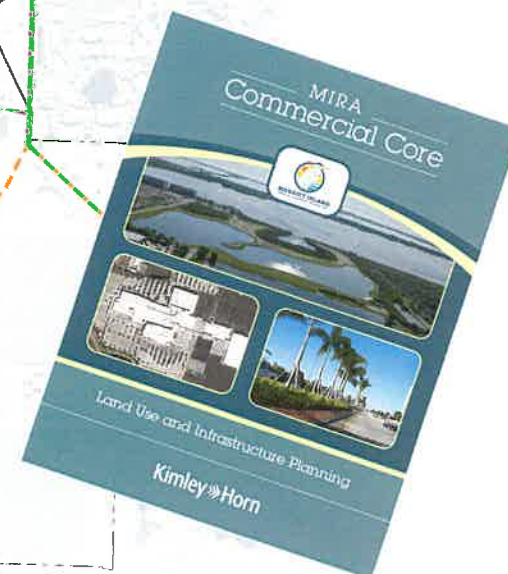
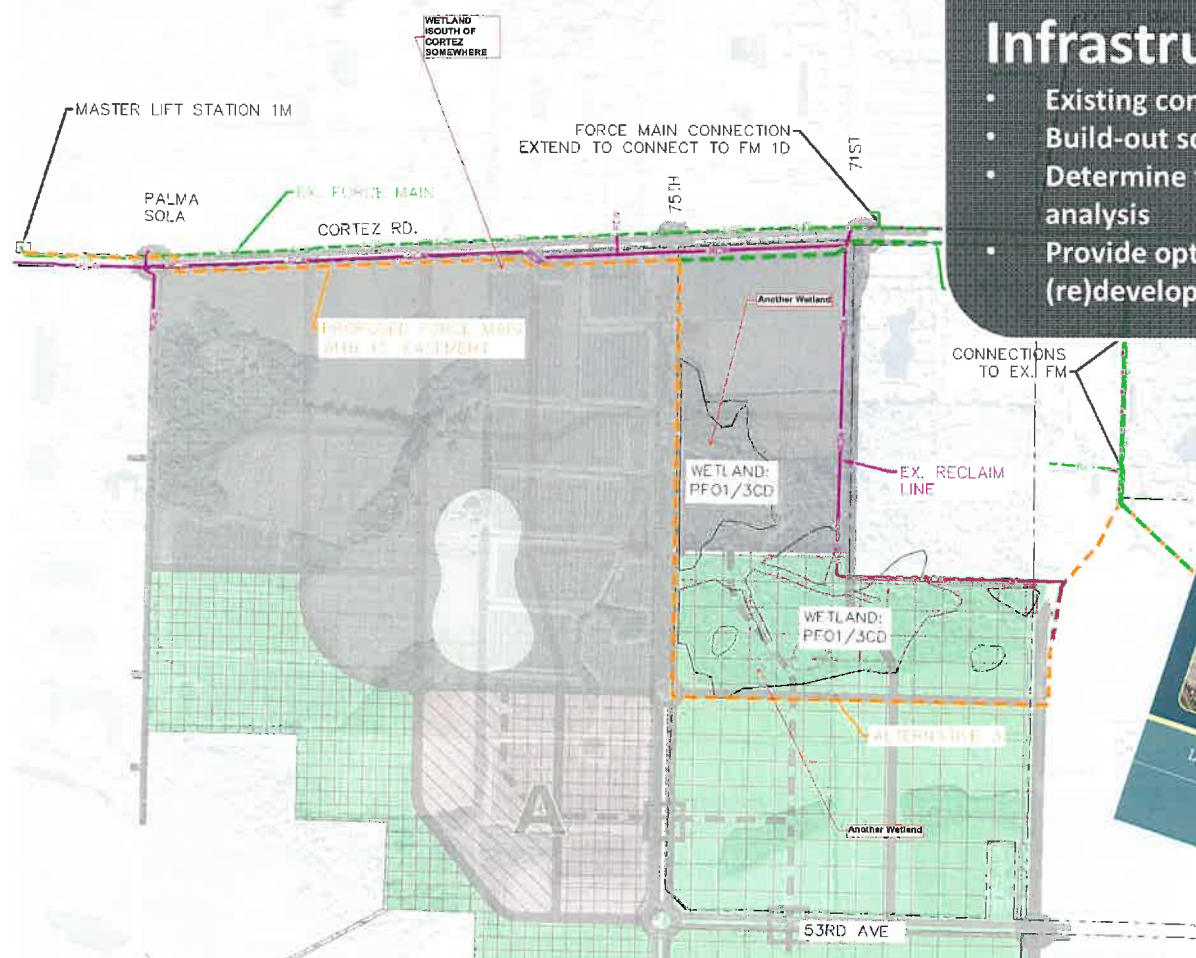
Community Visioning

Park and recreation planning



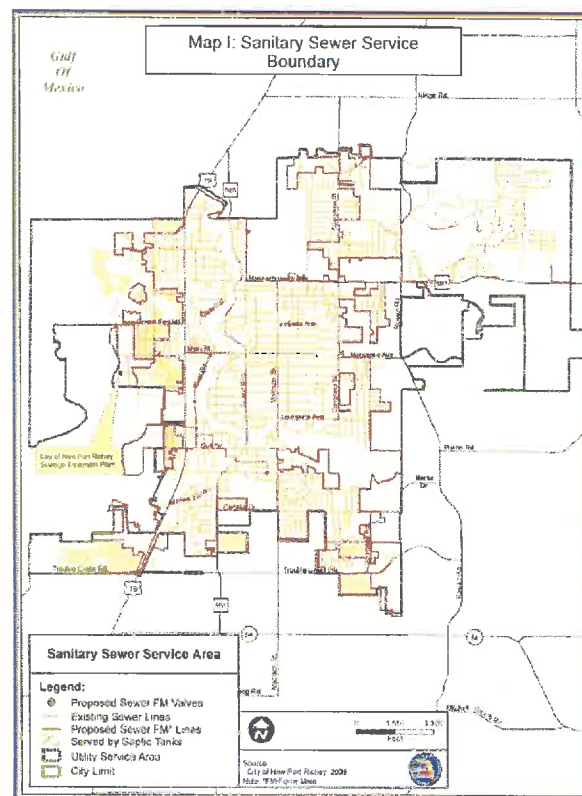
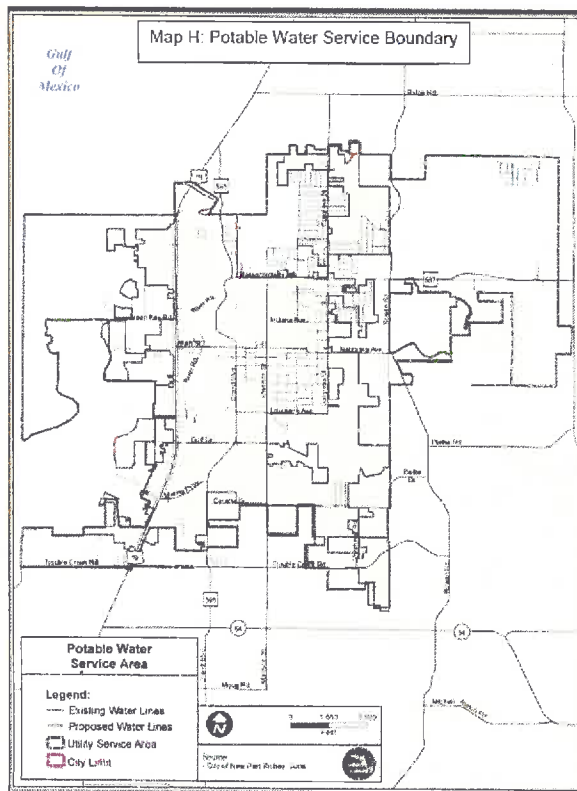
Engineering / Infrastructure

- Existing conditions
- Build-out scenarios
- Determine future infrastructure needs/LOS analysis
- Provide options and incentives for (re)development sites





Infrastructure Assessment



Improvement	Optimistic Cost (2015 \$)	Phase 1 Year 1-2	Phase 2 Year 3-5	Phase 3 Year 6-8	Potential Funding Source(s)
Streets					
Spurce Street	\$2,081,082		\$2,081,082		Land Sales Proceeds; City/CRA Choice
Pine Street	\$2,109,090	\$609,674		\$1,519,416	Land Sales Proceeds; City/CRA
West River Boulevard	\$2,810,428	\$2,810,428			Land Sales Proceeds; City/CRA
Main Street	\$2,149,120	\$1,206,216	\$898,904		Land Sales Proceeds; City/CRA
Other Street Rehabilitation	\$1,000,000			\$1,000,000	
Subtotal - Streets	\$10,519,320	\$4,691,318	\$2,088,996	\$2,318,416	
Infrastructure					
Water Main Relocation					
Relocation 1 - NW 24th	\$412,494	\$412,494			Land Sales Proceeds; City/CRA
Relocation 2 - Pine 12"	\$219,863	\$219,863			City/CRA
Relocation 3 & 4 - NW 24th 12" Installation	\$1,183,448	\$1,183,448			Land Sales Proceeds; City/CRA
Relocation 5 - 12" Diameter Spine	\$608,263		\$608,263		Land Sales Proceeds; Choice
Sanitary Sewer Main Relocation					
Relocation 1 - S along Main St	\$419,169		\$419,169		Land Sales Proceeds; Choice; City/CRA
Stormwater Relocation					
Relocation 1 - NW 50th	\$1,245,600	\$1,245,600			Land Sales Proceeds; City/CRA
Subtotal - Infrastructure	\$4,268,775	\$3,041,324	\$1,345,481	\$0	
Open Space Features					
Open Space Features	\$4,240,000	\$1,527,480		\$2,712,520	Land Sales Proceeds; City/CRA
Subtotal - Open Space Features	\$4,240,000	\$1,527,480	\$0	\$2,712,520	
Community Improvement					
New Community Center	\$5,000,000	\$5,000,000			Choice; Philanthropic
25 Water, 5 Lane Competition Lac Field	\$1,500,000	\$1,500,000			Philanthropic; City/CRA
150' Facktion Bridge with Signage	\$1,400,000	\$1,400,000			City/CRA; Choice
River Walk & Rip View	\$2,940,000			\$2,940,000	Land Sales Proceeds; City/CRA
School Field Reconstruction	\$1,830,000	\$1,830,000			Land Sales Proceeds; City/CRA
Subtotal - Community Improvements	\$12,470,000	\$9,530,000	\$0	\$2,940,000	
Grand Total	\$31,418,105	\$19,030,122	\$4,414,047	\$7,874,936	
Most Likely Source of Funding					
Land Sales Proceeds or Other City/CRA Funds	\$23,679,868	\$10,530,132	\$3,068,996	\$7,874,936	
Choice Grant or Philanthropic	\$7,548,481	\$8,500,000	\$1,345,481	\$0	
Grand Total	\$31,418,105	\$19,030,122	\$4,414,047	\$7,874,936	



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Targeted Redevelopment

Quick Wins



Pedestrian Safety



Bike Lanes Planter Barriers



Painted Intersection



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Targeted Redevelopment

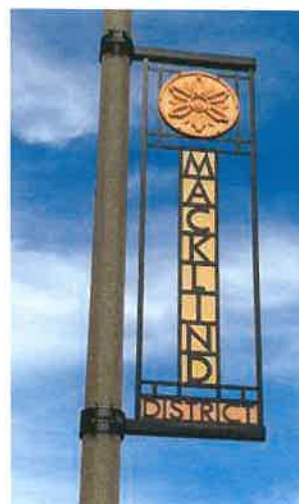
Quick Wins



Gateways



Painted
Medians



Pole Banners



Painted Signal
Box



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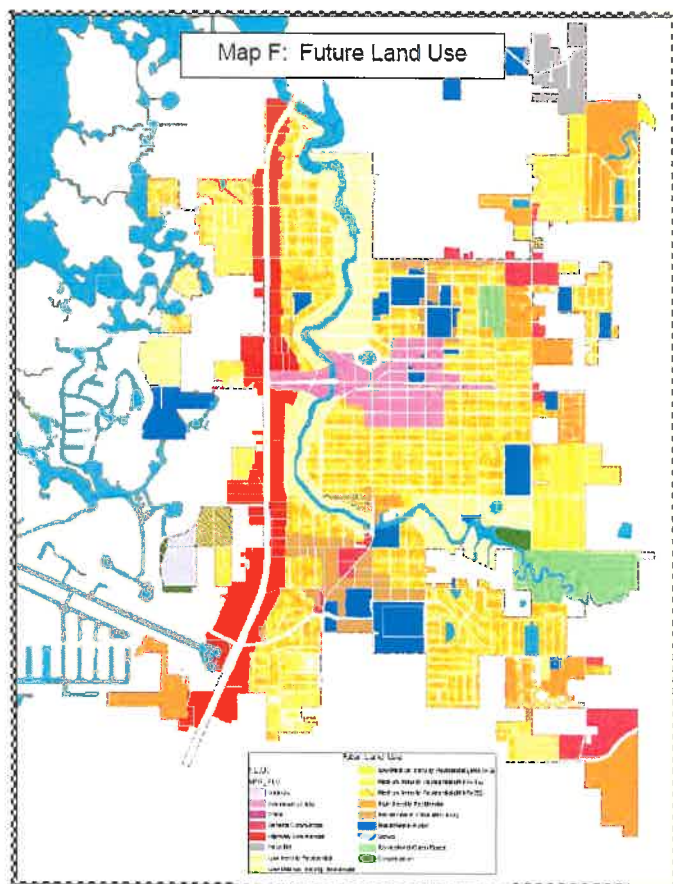
Targeted Redevelopment



Commercial corridors with exposed parking,
buildings setback and frequent driveway access



Planning & Implementation Policy Review



LEAN URBANISM MAKING SMALL POSSIBLE

The Pink Zone – where small is possible

The Pink Zone is a tool for concentrating resources to enable small-scale, community-centered revitalization. It defines an area of focus, leverages a suite of tools, and provides a community platform to gather resources and make commitments.



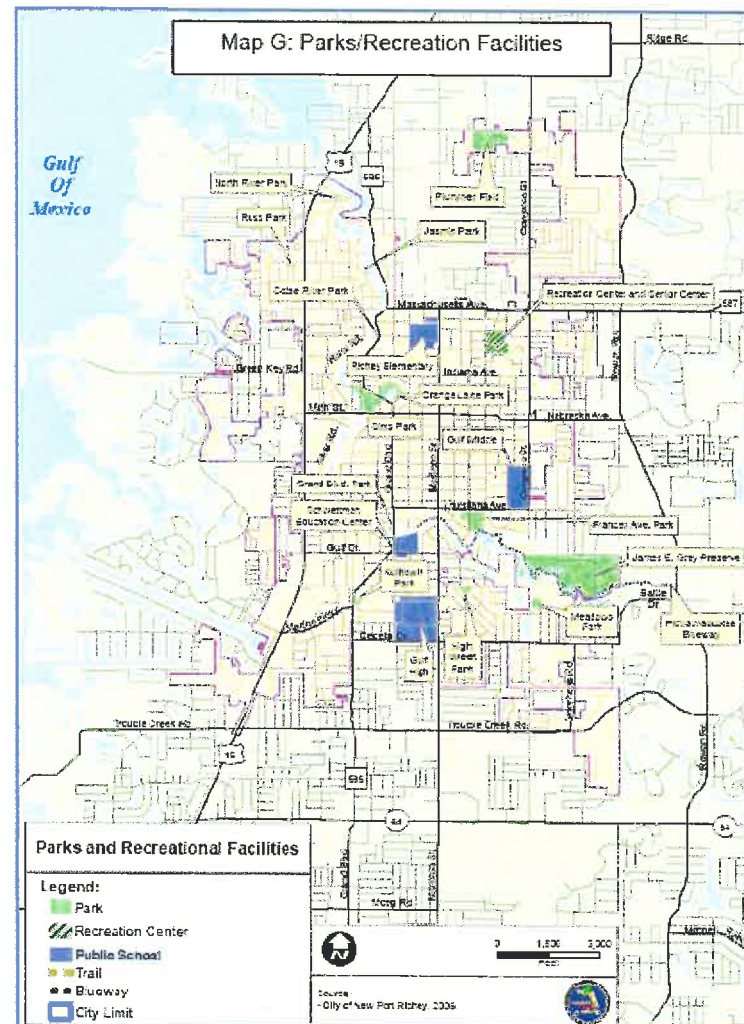
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Parks and Eco Tourism





Brand Development

Brand Footprint

Branding is not just place,
but across **ALL** the touch
points...

...and not just Pasco
County, or Florida...
but Eastern Seaboard





Engagement



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Public Engagement





Public Involvement 'Road Map'

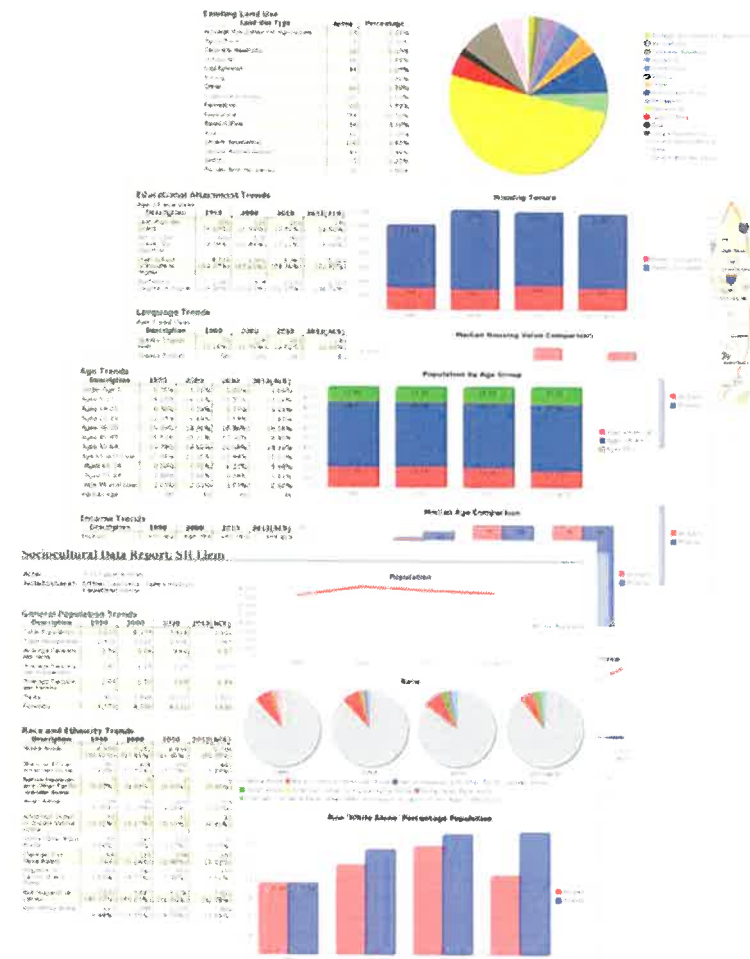
- What are the involvement objectives?
- Who are the stakeholders?
- What means and modes of communication will be used?
- How will the public provide input? Feedback?
- What are the measures of success?





Who are the stakeholders?

- Residents
- Businesses/business orgs
- Institutions
- Government
- Advisory boards/committees
- User groups
- Visitors





Our Mission: Be Engaging!

- Invite participation
- Involve stakeholders with specific knowledge
- Inform
- Listen and inquire
 - Preferences/suggestions /ideas
 - Avoid unintended impacts
- Indicate how input was obtained and used





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Approach

intensive

informative

deliberative

THICK

&

THIN

engagement

faster

easier

broader



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Facade Treatment



A

Ground Floor Retail



B



A

B

THICK & THIN

engagement



NEIGHBORHOOD
Associations



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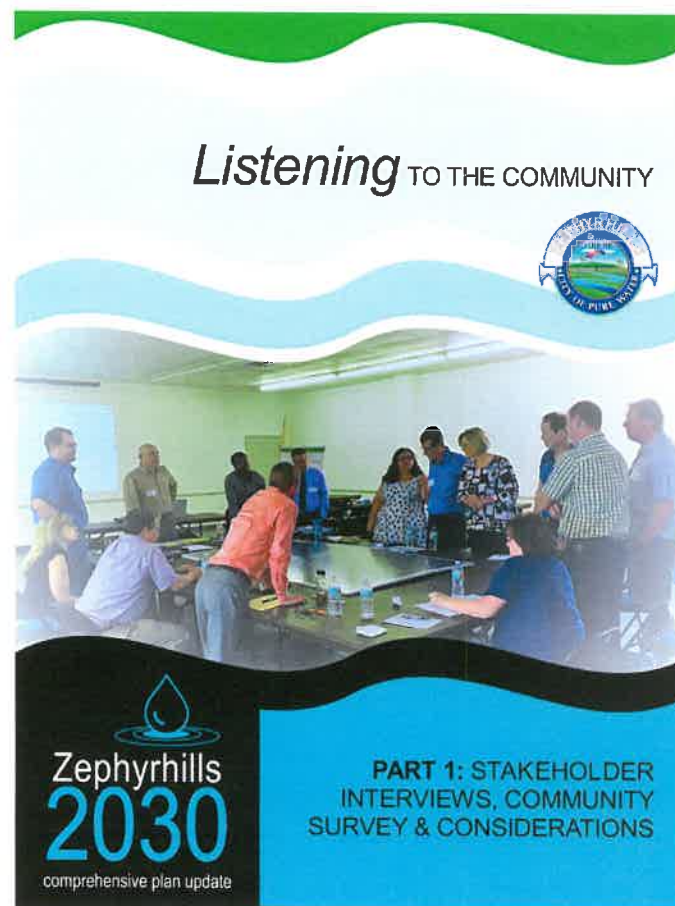
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Stakeholder Interviews

- Multiple groups (by interest)
- 60-minute interviews
 - Perceptions
 - Preferences
 - Ideas
 - Concerns
- Questionnaire
 - Must-haves (3)
 - Must avoid (if any)





Survey | Workshop | Open House

- Online survey
 - Community opinions
 - Topics/ideas to be explored
- Vision workshop
 - Real-time polling
 - Small group visioning exercises
 - Place types | street sections | amenities
- Open house
 - Feedback (draft plan)
 - Real-time polling





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Successful Outcomes



An aerial photograph of a city grid, likely New York City, showing a mix of green spaces and grey urban areas. The word "Delivery" is superimposed in the center in a large, white, sans-serif font. The map shows a dense network of streets and buildings, with green areas representing parks and open spaces. The word "Delivery" is centered horizontally and vertically, spanning across the middle of the image.

Delivery



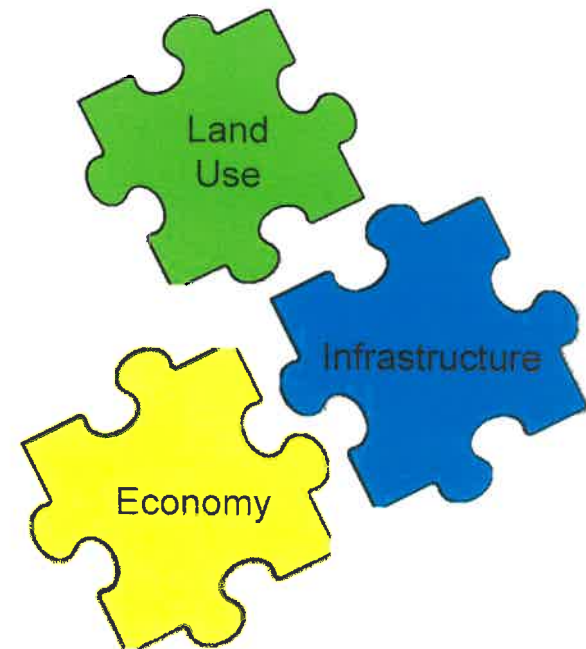
Implementation

- Overlay District(s)
- Zoning and Development Standards simplified;
 - Not more, just different
- Incentives for additional densities and intensities
 - Regional stormwater contribution
 - Reduced parking ratios or shared parking
 - Provision of additional public spaces



Common Expectations

1. Economic Vitality (General)
2. Downtown/Corridor Revitalization
3. Urban Form
4. Easier / Quicker development approval process
5. Place Specific
6. Protect Existing Community Framework
7. Enhance Public / Civic Spaces
8. Predictable Physical Results
9. Increased Density
10. *Other?*





Deliver the Strategic Action Plan

- Implementation
- Based in reality
- Development drivers
- City resources (TIF) to stimulate investment
- Investment strategies to attract development
 - Bundling funding resources
 - Land assemblage (infill opportunities)
 - Façade improvements
 - Environmental cleanup
 - Parks & open space
 - Infrastructure



Community Redevelopment Plan vs. Strategic Action Plan

Historic West Side Improvements	Housing Improvements	\$350,000	A	\$350,000		
	Stormwater System improvements	\$1,500,000	B			\$1,500,000
	Central sewer extensions (to eliminate existing septic tanks)	\$1,500,000	A		\$1,500,000	
	Street and sidewalk improvements/paving	\$600,000	A			\$600,000
	Streetscaping/street lighting (Myrtle, Duss, Inwood, Milford & Roberts)	\$2,000,000	B			\$2,000,000
	West Side Cultural Center renovations	\$500,000	B			\$500,000
	Improvements to Mary Harrell Black Heritage Museum & shotgun house	\$250,000	B	\$250,000		
	Petis Park improvements (pavilion and related infrastructure)	\$250,000	B			\$250,000
	Upgrades to playground equipment at Myrtle and West Canal	\$100,000	B			\$100,000
	South Myrtle landscape improvements	\$400,000	B		\$100,000	\$300,000
	Bate James Addition Phase 3	\$500,000	B			\$500,000
Sub-Total		\$7,950,000		\$600,000	\$1,600,000	\$5,750,000
Canal Street Area Improvements	Stormwater System improvements	\$500,000	B			\$500,000
	Upgrades to landscape/streetscape: Canal Street area (incl. side streets: Live Oak, Orange, Sam, Julia, Palmetto, Magnolia, Rush)	\$2,500,000	B	\$250,000	\$500,000	\$1,750,000
	Public Parking (strategic locations to enhance existing and proposed business development; parking garage)	\$5,000,000	B	\$1,000,000	\$2,000,000	\$2,000,000
	Sub-Total	\$8,000,000		\$1,250,000	\$2,500,000	\$4,250,000



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Keeping New Port Richey – New Port Richey

**REVOLUTIONARY
IDEAS.
ORDINARY
PEOPLE.**

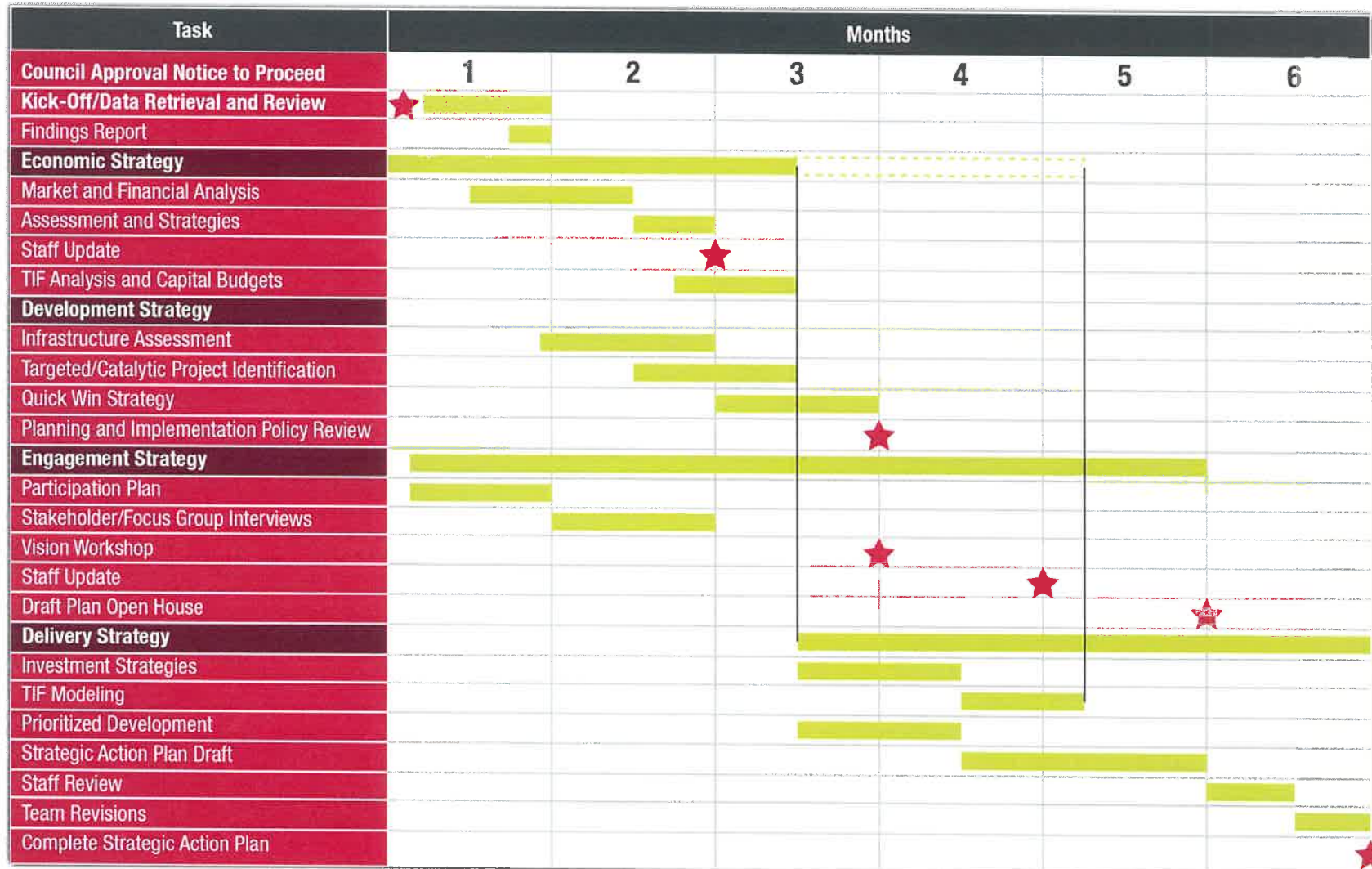


DISCOVER WHO ►

...“while gentrification naturally brings some improvements to a city, including more people and money, it also frequently kills some cultural traditions and diversity, the precise characteristics that make cities so dynamic and desirable in the first place.”



Proposed Delivery Schedule





The Community Redevelopment Agency of

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Benefits of Kimley-Horn Team

Experienced Team

We Know and Understand New Port Richey

Established Relationship with City and Community

A Trusted Advisor

We are Invested in New Port Richey

Thank You



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RFP # 17-004



Prepared for



New Port Richey
Community Redevelopment Agency

Prepared by

Kimley»Horn

REVISED: AUG 17

CITY OF NEW PORT RICHEY COMMUNITY REDEVELOPMENT AGENCY

Robert Marlowe, Chairperson, Mayor
Bill Phillips, Vice Chairperson, Deputy Mayor
Judy DeBella Thomas, Board of Directors/City Council Member
Jeff Starkey, Board of Directors/City Council Member
Chopper Davis, Board of Directors/City Council Member
Debbie Manns, City Manager/CRA Executive Director

The Community Redevelopment Agency of New Port Richey Request for Proposals - Community Redevelopment Plan Update - RFP # 17-004

The Community Redevelopment Agency (CRA) of New Port Richey, Florida will receive Proposal Statements for the purpose of establishing a Contract to serve as an independent CONTRACTOR/PROPOSER for the CRA of New Port Richey (CRA) for updating the New Port Richey Community Redevelopment Plan (CRP).

Sealed Proposals will be received at the New Port Richey, 5919 Main St., New Port Richey, Florida 34652 until February 28, 2017 3:00 PM eastern standard time at which time they will be publicly opened and read at the City Council Chambers. All PROPOSERS or their representatives are invited to be present. Proposals shall be delivered and addressed to, **City of New Port Richey, Attn: Economic Development Director, 5919 Main St, 2nd Floor, New Port Richey, Florida 34652** and shall be labeled **"SEALED QUALIFICATION STATEMENTS FOR COMMUNITY REDEVELOPMENT PLAN UPDATE CONSULTING SERVICES"**.

Any PROPOSER who wishes their proposal to be considered is responsible for making certain that their proposal is received in the City by the proper time. No oral, telegraphic, electronic, facsimile, or telephonic Proposals or modifications will be considered unless specified. Proposals received after the scheduled Proposal Submittal Deadline will be returned unopened. It is the responsibility of the PROPOSER to see that any proposal submitted shall have sufficient time to be received by the CRA before the Proposal Submittal Deadline. Late Proposals will be returned to the PROPOSER unopened.

PROPOSERS must submit one (1) identified original copy, one (1) electronic copy, plus five (5) copies of the proposal including any attachments. The proposal shall be signed by a representative who is authorized to contractually bind the PROPOSER.

NO PRE-PROPOSAL CONFERENCE IS SCHEDULED

For additional information, contact Mario Iezzoni, Economic Development Director, 727-853-1019
iezzonim@cityofnewportrichey.org

SCHEDULE OF EVENTS

The schedule of events, relative to the RFP shall be as follows:

- RFP Available for DistributionJanuary 25, 2017
- Deadline for Receipt of Questions/ClarificationsFebruary 18, 2017 @2.00 P.M.
- Proposal due Date and Public Opening.....February 28, 2017 @ 3:00 P.M.
- Evaluation Meetings:March 1, 2017
- Community Redevelopment Agency Approval of Award:March 21, 2017

**CRA of New Port Richey
Request for Proposals – Community Redevelopment Plan Update
RFP # 17-004**

SECTION 1.0: INTRODUCTION AND INFORMATION

The New Port Richey Community Redevelopment Agency (CRA) desires to update and amend the New Port Richey Community Redevelopment Plan (CRP) in consideration of changes in market and other conditions in the designated redevelopment area since the CRP’s adoption in 2001 and current community aspirations for the redevelopment area. The CRP is intended to propose a general work program and timeframe within which public and private resources may be used to accomplish a sufficient degree of rehabilitation, restoration, infrastructure improvement, and redevelopment activity.

The CRP should include recommendations for the use of public resources within the redevelopment area and may include recommendations regarding the acquisition and disposition of land in the area. The CRA intends to evaluate submitted proposals and award one firm exhibiting experience in writing community redevelopment plans.

Amendments to the adopted CRP must meet the standards and requirements set forth in the Community Redevelopment Act of 1969, Chapter 163, Part III, Florida Statutes. The amended CRP shall be based in part on the conditions identified in the original Finding of Necessity for Redevelopment and propose methods by which those conditions may be improved. Amendments to the CRP shall be consistent with the adopted Comprehensive Plan and existing zoning in the redevelopment area, or suggest appropriate amendments to achieve consistency.

1.1 INFORMATION/CLARIFICATION:

For information concerning this RFP contact Mario Iezzoni, CPA, Economic Development Director 727-853-1019. Such contact is to be for clarification purposes only. Changes, if any, to the technical specifications or proposal procedures will only be transmitted by written addendum acknowledged by PROPOSER.

1.2 ADDENDA, CHANGES OR INTERPRETATIONS DURING PROPOSAL:

Any inquiry or request for interpretation received ten (10) or more days prior to the date fixed for the opening of the Proposals will be given consideration. Changes or interpretations may only be made by a written document in the form of an addendum and, if desired, will be mailed or sent by available means to all known prospective PROPOSERS no later than seven (7) days prior to the established proposal opening date. Each prospective PROPOSER shall acknowledge receipt of such addenda in the space provided in the proposal form. In case any PROPOSER fails to acknowledge receipt of such addenda or addendum, his/her proposal will nevertheless be considered as though it had been received and acknowledged and the submission of his proposal will constitute acknowledgment of the receipt of same. All addenda are a part of the contract documents and each PROPOSER will be bound by such addenda, whether or not received by him/her. It is the responsibility of each prospective PROPOSER to verify that he/she has received all addenda issued before Proposals are opened. No verbal interpretations may be relied upon.

1.3 QUESTIONS:

Questions should be sent to Mario Iezzoni, Economic Development Director. To facilitate prompt receipt of questions they can be sent to the CITY by email to Mario Iezzoni iezzonim@cityofnewportriches.org

1.4 INITIAL CONTRACT PERIOD:

The contract term shall commence, upon final execution of the Contract by the CRA and shall complete once the CRP is adopted by the CRA via ordinance.

1.5 ELIGIBILITY:

To be eligible to respond to this RFP, the proposing firm or principals must demonstrate that they, or the principals assigned to the project, have successfully provided community redevelopment and or downtown planning services similar to those specified in the Scope of Services section of this RFP to at least one CITY similar in size and complexity to the City of New Port Richey or can demonstrate they have the experience with large scale private sector clients and the managerial and financial ability to successfully perform the services.

1.6 INSURANCE AND PERFORMANCE AND PAYMENT BONDS:

The successful PROPOSER shall be required to provide appropriate insurance coverage within thirty (30) days after written notice of award has been given, shall be just cause for the annulment of the award and the forfeiture of the RFP.

1.7 INSURANCE:

The successful PROPOSER shall not commence operations pursuant to the terms of this RFP and the attached Contract, until certification or proof of the insurance requirements set forth within the attached contract have been received and approved by the City Attorney.

City of New Port Richey Request for Proposals – Community Redevelopment Plan Update

RFP # 17-004

SECTION 2.0: STANDARD TERMS AND GENERAL CONDITIONS

2.1 SUBMISSION AND RECEIPT OF PROPOSALS:

To receive consideration, proposals shall be submitted in accordance with this RFP. Any erasures or corrections on the proposal must be made in ink and initialed by PROPOSER in ink. All information submitted by the PROPOSER shall be printed, typewritten or filled in with pen and ink. Proposals shall be signed in ink. When a particular RFP requires multiple copies they may be included in a single envelope or package, properly sealed and identified. PROPOSERS shall use the proposal forms provided by the CITY. These forms may be duplicated, but failure to use the forms may cause the proposal to be rejected as non-responsive.

2.1.1 All copies of the proposals must contain an original manual signature of the authorized representative of the PROPOSER. The address, e-mail and telephone number for communications regarding the Proposal must be shown.

2.1.1.1 Proposals by corporations must be executed in the corporate name by the President or other corporate officer accompanied by evidence of authority to sign. The corporate address and state of incorporation must be shown below the signature.

2.1.1.2 Proposals by partnerships must be executed in the partnership name and signed by a partner, whose title must appear under the signature and the official address of the partnership must be shown below the signatures.

2.1.2 All Proposals received from PROPOSERS in response to the Request for Proposal will become the property of the City of New Port Richey and will not be returned to the PROPOSERS. In the event of contract award, all documentation produced as part of the contract shall become the exclusive property of the CITY.

2.2 QUALIFICATIONS STATEMENT

Each PROPOSER shall complete the Qualifications Statement and submit the same with the Proposal. Failure to submit the Qualifications Statement and the documents required there under with the Proposal may constitute grounds for rejection of the Proposal. The City of New Port Richey reserves the right to make a pre-award inspection of the PROPOSERS facilities prior to award of the Contract.

2.3 PROPOSERS' COSTS:

The CITY shall not be liable for any costs incurred by PROPOSERS in responding to this RFP.

2.4 NO EXCLUSIVE CONTRACT/ADDITIONAL SERVICES:

PROPOSER agrees and understands that, unless specifically and expressly provided for herein, the contract shall not be construed as an exclusive arrangement and further agrees that the CITY may, at any time, secure similar or identical services at its sole option.

2.5 MISTAKES:

PROPOSERS are cautioned to examine all terms, conditions, specifications, drawings, exhibits, addenda, delivery instructions, and special conditions pertaining to the RFP. Failure of the PROPOSER to examine all pertinent documents shall not entitle them to any relief from the conditions imposed in the contract and may lead to rejection of a proposal.

2.6 REJECTION OF PROPOSALS:

The CITY reserves the right to accept or reject any or all proposals, part of proposals, and to waive minor irregularities or variations to specifications contained in proposals, and minor irregularities in the proposal process.

2.7 LEGAL REQUIREMENTS:

2.7.1 Applicable provisions of all federal, state, and county laws, and local ordinances, rules and regulations, shall govern development, submittal and evaluation of all proposals received in response hereto and shall govern any and all claims and disputes which may arise between person(s) attaching a proposal response hereto and the CITY by and through its officers, employees and authorized representatives, or any other person, natural or otherwise. Lack of knowledge by any PROPOSER shall not constitute a cognizable defense against the legal effect thereof.

2.7.2 The Legal Advertisement, Notice of Request for Proposal, Standard Terms and General Conditions, Special Conditions, Specifications, Instructions to Bidders, Exhibits, Addenda and any other pertinent document form a part of this RFP and by reference are made a part of any response to this RFP.

2.8 BACKGROUND CHECKS:

The City reserves the right to require background checks of any personnel assigned by the successful PROPOSER to perform services under this contract.

2.9 SPECIAL CONDITIONS:

Any and all Special Conditions contained in this RFP that may be in variance or conflict with the General Conditions shall have precedence over the General Conditions. If no changes or deletions to General Conditions are made in the Special Conditions, then the General Conditions shall prevail in their entirety.

2.10 PROHIBITION OF INTEREST:

No contract will be awarded to a PROPOSER who has CITY elected officials, officers or employees affiliated with it, unless the PROPOSER has fully complied with current Florida State Statutes and CITY Ordinances relating to this issue. PROPOSERS must disclose any such affiliation. Failure to disclose any such affiliation will result in disqualification of the PROPOSER.

2.11 CONFLICT OF INTEREST:

The PROPOSER covenants they presently have no interest and shall not acquire any interest, directly or indirectly, which would conflict in any manner or degree with the performance of the services hereunder. The PROPOSER further covenants that no person having any such known interest shall be employed or conveyed an interest, directly or indirectly, in the contract.

2.11.1 The PROPOSER represents itself to be an independent firm offering such services to the general public and shall not represent itself or its employees to be employees of the City of New Port

Richey. The PROPOSER shall assume all legal and financial responsibility for taxes, FICA, employee fringe benefits, workers compensation, employee insurance, minimum wage requirements, overtime, and other expenses, and agrees to indemnify, save, and hold the City of New Port Richey, its officers, agents, and employees, harmless from and against, any and all loss; cost (including attorney fees); and damage of any kind related to such matters.

2.12 NO CONTINGENT FEE:

PROPOSER warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the PROPOSER to solicit or secure the Contract and that it has not paid or agreed to pay any person, company, corporation, individual or firm, other than a bona fide employee working solely for the PROPOSER, any fee, commission, percentage, gift, or other consideration contingent upon or resulting from the award or making the Contract. For the breach or violation of this provision, the CITY shall have the right to terminate the Contract without liability at its discretion.

2.13 PUBLIC RECORDS / CONFIDENTIAL INFORMATION:

Florida law provides that municipal records shall at all times be open for personal inspection by any person (Section 119.01, F.S., Public Records Law). Information and materials received by CITY in connection with all PROPOSERS response shall be deemed to be public records subject to public inspection upon award, recommendation for award or 10 days after bid opening, whichever occurs first. However, certain exemptions to the public records law are statutorily provided for in Section 119.07, F.S. If the PROPOSER believes any of the information contained in his or her response is exempt from the Public Records Law, the PROPOSER must in his or her response specifically identify the material which is deemed to be exempt and cite the legal authority for the exemption, otherwise, the CITY will treat all materials received as public records.

2.14 NON-COLLUSIVE AFFIDAVIT:

Each PROPOSER shall complete the Non-Collusive Affidavit Form Schedule "A" and shall submit the form with the Proposal. The CRA considers the failure of the PROPOSER to submit this document to be a major irregularity and may be cause for rejection of the Proposal.

2.15 SUBCONTRACTORS:

If the PROPOSER proposes to use subcontractors in the course of providing these services to the CITY, this information shall be a part of the RFP response. Such information shall be subject to review, acceptance and approval of the CITY, prior to any Contract award. The CITY reserves the right to approve or disapprove of any subcontractor candidate in its best interest.

2.16 CONE OF SILENCE:

A Cone of Silence shall apply as follows:

2.16.1 A Cone of Silence shall be in effect during a Competitive Solicitation beginning upon the advertisement for requests for qualification statements. The Cone of Silence shall terminate at the time the Community Redevelopment Agency makes final selection of consultants/contractors, rejects all proposals or responses to the Competitive Solicitation, or takes other action which ends the Competitive Solicitation. The Cone of Silence shall continue through the negotiation phase for requests for proposals and requests for qualifications and shall not end until the CRA gives final selection of PROPOSERS.

2.16.2 Any person or entity that seeks a contract, contract amendment, award, recommendation, or approval related to a Competitive Solicitation or that is subject to being evaluated or having its response evaluated in connection with a Competitive Solicitation, including a person or entity's representative shall not have any communication with any CRA Board Member, the City Manager and their respective support staff or any person or group of persons appointed or designated by the City Council or the City Manager to evaluate, select, or make a recommendation to the CRA or the City Manager regarding a Competitive Solicitation.

2.16.3 The Cone of Silence shall not apply to written or oral communications with legal counsel for the CRA or the City Manager and Economic Development Director.

2.16.4 Any action in violation of this section shall be cause for disqualification of the bid or the proposal. The determination of a violation shall be made by the CRA.

2.17 COMPLIANCE WITH LAWS

The selected firm, its officers, agents, employees, and contractors, shall abide by and comply with all federal, state, and local laws. It is agreed and understood that if City calls the attention of Contractor to any such violations on the part of the Contractor, its officers, agents, employees, contractors, then contractor shall immediately desist from and correct such violation. If contractor is in violation of any law, contractor shall be solely responsible for coming into compliance with such law and shall be solely responsible for the payment of any fine charged for such violation.

2.18 PROPOSER'S REPRESENTATION

By virtue of its submission of this response to the RFP, PROPOSER represents that it has reviewed all information which it has reason to believe is relevant to the making of this proposal, including any necessary site inspections and field inspections, measurements and visits and that there is no information which it does not possess which it believes is necessary to make a fully informed and accurate proposal.

2.19 ADDITIONAL PROVISIONS

2.19.1 Correction on proposals. A PROPOSER shall be permitted to correct clerical, non-judgmental mistakes of fact in their proposal to the Economic Development Director through a written directive.

2.19.2 Cancellation of Proposal.

(a) Any time prior to bid opening date and time, the City may cancel or postpone the bid opening or cancel the invitation for bid in its entirety.

(b) After bids are open, any or all bids may be rejected by the City.

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SECTION 3: CONSIDERATION OF AWARD

3.0 CRITERIA FOR AWARD: The following criteria shall be used to evaluate the proposals, with the weight of each criterion to be determined by the City:

- A. Experience in Preparation of Redevelopment Plans and Plan Updates (30 points)
- B. Knowledge of challenges and opportunities of Community Redevelopment Area (30 points)
- C. Ability to perform service on time and within budget (20 points)
- D. Proposed Fees, Schedule & Breakdown (20 points)

A. Experience in Preparation of Redevelopment Plans and Plan Updates

PROPOSERS will be measured on the overall organizations and qualifications of project team members, overall team organization and the stability of the firm. This includes firm's organization, experience with special emphasis on redevelopment and preparation of Community Redevelopment Plans, plan updates and comprehensive planning.

B. Knowledge of challenges and opportunities for Community Redevelopment Area

This criterion measures the PROPOSERS understanding of the challenges and opportunities for the redevelopment, elimination of blight and opportunities for improvement of the Community Redevelopment Area in New Port Richey.

C. Ability to perform services on time and within budget

Bidders will be evaluated on their competence to provide services at the desired quality level in a timely fashion. The evaluation will include the quality and timeliness of the PROPOSERS past performance of previous contracts, list of references and the Bidder's plan on how the future responsibilities will be handled.

D. Proposed Fees, Schedule & Breakdown

PROPOSERS will provide a fee schedule, breakdown and estimated budget to serve as the framework for fee negotiations.

3.1 CONSIDERATION FOR AWARD/AWARD PROCEDURES:

Evaluation of the Proposals will be conducted by an evaluation committee of qualified City Staff, or other persons selected by the City Manager or her designee. The committee will evaluate all responsive Proposals received from PROPOSER that meet or exceed the requirements contained in the RFP based upon the information and references contained in the Proposals as submitted. The committee shall then short-list Proposals it deems best satisfy the selection criteria contained in 3.0 above.

3.1.1 The committee will conduct interviews with the short-listed PROPOSERS and rank the short-listed PROPOSERS in accordance with the selection criteria.

3.1.2 The CRA may require visits to the PROPOSERS facilities to inspect recordkeeping procedures, staff, and facilities as part of the evaluation process. The CRA reserves the right to award the contract to that PROPOSER that best serve the interest of the CRA. The CRA reserves the right to accept or reject any or all Proposals. The CRA also reserves the right to waive minor irregularities or variations to the specifications in the proposal process.

3.1.3 The evaluation committee's recommendations will be reviewed by the CRA which shall then make a determination.

3.1.4 After award of the contract and successful fee negotiations, the PROPOSER/Contractor shall be instructed to commence the Work by written instruction in the form of a Purchase Order issued by the CITY and a Notice to Proceed issued by the Economic Redevelopment Director. The first Notice to Proceed and Purchase Order will not be issued until PROPOSER/Contractor's submission to CRA of all required documents and after execution of the Contract by both parties.

4.0 INDEMNIFICATION

CONTRACTOR shall at all times hereafter indemnify, hold harmless and, at the City Attorney's option, defend or pay for an attorney selected by the City Attorney to defend CRA, its officers, agents, servants, and employees from and against any and all causes of action, demands, claims, losses, liabilities and expenditures of any kind, including attorney fees, court costs, and expenses, caused or alleged to be caused by intentional or negligent act of, or omission of,

CONTRACTOR, its employees, agents, servants, or officers, or accruing, resulting from, or related to the subject matter of this Contract including, without limitation, any and all claims, losses, liabilities, expenditures, demands or causes of action of any nature whatsoever resulting from injuries or damages sustained by any person or property. In the event any lawsuit or other proceeding is brought against CRA by reason of any such claim, cause of action or demand,

CONTRACTOR shall, upon written notice from CRA, resist and defend such lawsuit or proceeding by counsel satisfactory to CRA or, at CRA's option, pay for an attorney selected by City Attorney to defend CRA. The provisions and obligations of this section shall survive the expiration or earlier termination of this Contract. To the extent considered necessary by the Contract Administrator and the City Attorney, any sums due CONTRACTOR under this Contract may be retained by CRA until all of CRA's claims for indemnification pursuant to this Contract have been settled or otherwise resolved; and any amount withheld shall not be subject to payment of interest by CRA. Nothing herein shall be deemed a waiver or limitation of any sovereign immunity provided by law or any limitation of the CRA's liability in any statute or as otherwise provided by law.

INSURANCE (Applicable if box checked)

☒ To ensure the indemnification obligation contained above, CONTRACTOR shall, at a minimum, provide, pay for, and maintain in force at all times during the term of this Contract (unless otherwise provided), the insurance coverage set forth in accordance with the terms and conditions required by this Article. Each insurance policy shall clearly identify the foregoing indemnification as insured.

☒ Such policy or policies shall be without any deductible amount unless otherwise noted in this Contract and shall be issued by approved companies authorized to do business in the State of Florida, and having agents upon whom service of process may be made in Pasco County, Florida. CONTRACTOR shall pay all deductible amounts, if any. CONTRACTOR shall specifically protect CRA and the City of New Port Richey City Council by naming CRA and the New Port Richey City Council as additional insured's under the Commercial Liability Policy as well as on any Excess Liability Policy coverage.

[X] Commercial Liability Insurance. A Commercial Liability Insurance Policy shall be provided which shall contain minimum limits of Five Hundred Thousand Dollars (\$500,000.00) per occurrence combined single limit for bodily injury liability and property damage liability and shall contain minimum limits of One Million Dollars (\$1,000,000.00) per aggregate. Coverage must be afforded on a form no more restrictive than the latest edition of the Commercial Liability Policy, without restrictive endorsements, as filed by the Insurance Services Office and must include:

1. Premises and/or operations
2. Independent contractors
3. Products and/or Completed Operations for contracts
4. Broad Form Contractual Coverage applicable to this specific Contract, including any hold harmless and/or indemnification Contract
5. Personal Injury Coverage with Employee and Contractual Exclusions removed, with minimum limits of coverage equal to those required for Bodily Injury Liability and Property Damage Liability

[X] Workers' Compensation Insurance. Workers' Compensation insurance to apply for all employees in compliance with Chapter 440, Florida Statutes, as may be amended from time to time, the "Workers' Compensation Law" of the State of Florida, and all applicable federal laws. In addition, the policy (ies) must include: Employers' Liability with a limit of Two Hundred Fifty Thousand Dollars (\$ 250,000.00) each accident.

[X] Professional Liability shall be provided with minimum limit of Five Hundred Thousand Dollars (\$ 500,000) per occurrence and One Million Dollars (\$ 1,000,000) per aggregate.

[X] CONTRACTOR shall furnish to the CRA a Certificate of Insurance or endorsements evidencing the insurance coverage specified by this Article within fifteen (15) calendar days after notification of award of the Contract. The required Certificates of Insurance shall name the types of policies provided, refer specifically to this Contract, and state that such insurance is as required by this Contract. CONTRACTOR failure to provide to CRA the Certificates of Insurance or endorsements evidencing the insurance coverage within fifteen (15) calendar days shall provide the basis for the termination of the Contract.

[X] Coverage is not to cease and is to remain in force (subject to cancellation notice) until all performance required of CONTRACTOR is completed. All policies must be endorsed to provide CRA with at least thirty (30) days' notice of expiration, cancellation and/or restriction. If any of the insurance coverages will expire prior to the completion of the work, copies of renewal policies shall be furnished at least thirty (30) days prior to the date of their expiration.

[X] CRA reserves the right to review and revise any insurance requirements at the time of renewal or amendment of this Contract, including, but not limited to, deductibles, limits, coverage, and endorsements based on insurance market conditions affecting the availability or affordability of coverage, or changes in the scope of work or specifications that affect the applicability of coverage. If CONTRACTOR uses a subcontractor, CONTRACTOR shall ensure that subcontractor names CRA as an additional insured.

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SECTION 5.0: SPECIFICATIONS and PROPOSAL REQUIREMENTS

5.1 PURPOSE:

It is the intent of this proposal to provide the CRA of New Port Richey with qualified and experienced firms to perform Community Redevelopment Plan Update Services. The CRA intends to evaluate submitted proposals and award the contract to a firm exhibiting comprehensive general planning experience. The term of the contract(s) for specific projects (as currently budgeted or proposed) and miscellaneous projects shall be for a one (1) year period, subject to vendor acceptance and satisfactory performance.

No guarantee is expressed or implied as to the amount of work or total number of project task authorizations provided to any one firm for the life of this contract.

5.2 SCOPE OF SERVICES:

The CRA of New Port Richey, Florida (“City”) is seeking the services of a consultant with experience in preparing and updating Community Redevelopment Plans. The scope of services may include but will not be necessarily limited to the following types of work:

1. Assessment of the 2001 Community Redevelopment Plan for completed projects and other accomplishments since the time of adoption; an assessment of the degree to which objectives have been achieved (successes and shortcomings); and changes in state statute, as applicable.
2. Interviews and public meetings with stakeholders and development of a Public Involvement Plan.
3. Community Participation Events, including but not limited to opinion survey and visioning workshop and open house with the CRA and Stakeholders, citizens to discuss draft plan.
4. Development of a Vision and Goals, Objectives and Policies to support the elimination of blight and economic development during the planning timeframe.
6. Development of a five year capital and operating budget with identification of potential funding sources.
5. Community Redevelopment Plan Development, with supporting documents, including maps and graphics.
6. Development of a final, “camera ready” plan
7. Review of the CRA grant programs with recommendations for improvements and revisions.
8. Review of the City’s economic development incentives with recommendations for improvements and revisions.

5.3 PROPOSAL REQUIREMENTS:

A. Letter of Interest:

1. Signed by a duly authorized officer of the applicant.
2. The PROPOSER shall acknowledge receipt of any and all addenda, if any, listing the Addenda by number(s) and date(s) in their Letter of Interest.

B. Statement of Qualifications:

1. Proposer Profile

- a. PROPOSER Identification (or firms, if a joint venture or association): Include address, telephone number and date firms were established. Provide current copies of PROPOSERS registration(s) and/or license(s), and registration and/or license(s) for all sub-consultants.
- b. Areas of Specialization: List PROPOSERS specializations
- c. PROPOSERS Personnel: Provide total size and breakdown of PROPOSER personnel by Category.
- d. Joint Venture or Other Form of Association: If proposed, provide explanation, including projects completed as a joint venture. Provide names and dates of work along with client's name, address, and phone number. Include all subcontractors participating.
- e. Specialty Certifications (Separate Section with a sub tab): Provide documentation whether PROPOSER is specialty certified (e.g.: PE, LEED, AICP etc.) If the PROPOSER is certified, submit a statement that the PROPOSER is certified and list the type and level of certification held, and submit copies of all certification(s). Absence of such statements shall indicate the PROPOSER holds no specialty certifications.

2. Team Organization

- a. Proposer's Team: Identify clearly the PROPOSER(s) of Record, or joint venture member responsible for each referenced Service Category. If PROPOSER served as a sub-consultant under a referenced project, the PROPOSER shall clearly identify its role. If the PROPOSER is representing an individual's experience while employed at another firm, the firm of record for the project and the individual's role shall be clearly identified. Explain your proposed team organization (include sub-consultant(s) when appropriate), roles and responsibilities, abilities of professional personnel, and personnel qualifications.
- b. Narrative: In narrative form, briefly discuss each of the individual key team members (include subconsultant(s) when applicable) relevant professional experience, registration, and education. Identify projects, date, position, and firm that individual was employed at the time services were performed.

3. Availability, Capacity, and Location

- a. Availability and Capacity: Briefly discuss the availability of all key personnel and identify their proposed location during provision of the requested services.
- b. Location: Provide PROPOSERS address, location map, and relative distance and travel time from PROPOSERS office serving this project(s) (if different).

4. CRA Experience: Detail experience working for Community Redevelopment Agencies. References: Provide the client name, address, and client's project representative and telephone number for three (3) governmental clients served within the past two (2) years.

5. Litigation: Provide explanation of all litigation, claims, contract defaults, and liens in the last five (5) years from due date for this RFP.

6. Format: The PROPOSER, joint venture or other form of association, ("PROPOSER") shall submit five (5) hard copies, with one (1) marked "Original" containing all original documents of the required response to the Request for Proposals (RFP) and one (1) electronic copy (in PDF Format) on electronic media (CD-R/flash drive).

5.4 Proposer must provide the following attached hereto:

- Qualification Statement
- Sworn Statement on Public Entity Crimes
- Non-Collusive Affidavit

Schedule A
NON-COLLUSIVE AFFIDAVIT

State of _____; County of _____ being first duly sworn, deposes and says that:

- (1) He/she is the _____
(Owner, Partner, Officer, Representative or Agent) of the PROPOSER that has submitted the attached proposal;
- (2) He/she is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;
- (3) Such proposal is genuine and is not a collusive or sham proposal;

Signed, sealed and delivered in the presence of:

By:

(Printed Name) _____

(Title) _____

ACKNOWLEDGEMENT

State of _____

County of _____

The foregoing instrument was acknowledged before me this _____ day of _____, 2017, by, who is personally known to me or who has produced _____ as identification and who did (did not) take an oath.

WITNESS my hand and official seal

NOTARY PUBLIC

(Name) _____

My Commission expires on _____

CITY OF NEW PORT RICHEY PUBLIC ENTITY CRIME STATEMENT

“A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid or proposal on a contract to provide any goods or services to a public entity, may not submit a bid or proposal with a public for the construction or repair of a public building or public work, may not submit bids on leases of real property to public entity, may not be awarded or perform work as a PROPOSER, supplier, sub-PROPOSER, or consultant under a contract with any public entity, and may not transact business with any consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

I state that this PROPOSER complies with the above.

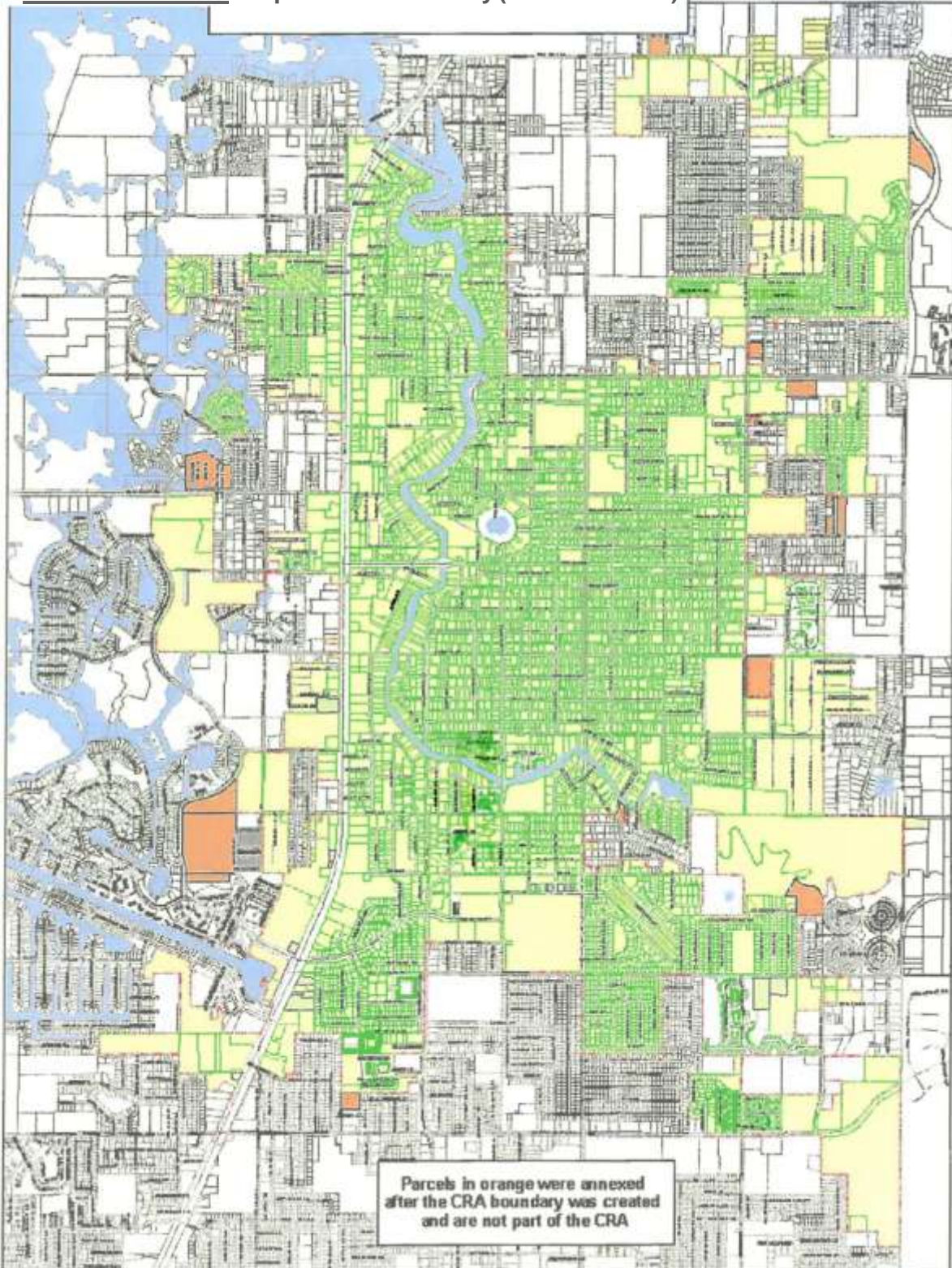
Signed:_____

Printed Name:_____

Date:_____

COMMUNITY REDEVELOPMENT AREA

Map :CRA Boundary(2001 –Present)



(Created under Resolution #01-05; Includes all incorporated property excluding parcels annexed since June 5, 2001. This is the current CRA boundary.