



CITY OF MARSHALL AGENDA ITEM REPORT

Meeting Date:	Tuesday, March 23, 2021
Category:	NEW BUSINESS
Type:	ACTION
Subject:	Consider Entering into Agreement for City of Marshall 2021 Comprehensive Plan.
Background Information:	<p>At its November 24, 2020 meeting, the City Council authorized staff to advertise a request for proposal for the new City of Marshall Comprehensive Plan. The Request for Proposal was posted on the City’s website and social media and advertised on the League of Minnesota Cities website.</p> <p>At its January 26, 2021, the Council established the Comprehensive Plan Proposal Review Committee for review of proposals, which were due on February 3, 2021. The established Committee included two Council members (Dr. Steve Meister and Don Edblom), one Planning Commission member (Amanda Schroeder), one EDA Board member (Dan Herrmann), one Chamber of Commerce representative (Eric Eben), and two City staff (Lauren Deutz and Ilya Gutman).</p> <p>Five proposals were received by the due date as follows: Bolton & Menk, MSA Professional Services, Inc., Praxis Strategy Group, Short Elliott Hendrickson Inc. (SEH), and SRF Consulting Group. At this time only the names of the responders are considered public data; all other data in the proposals received are considered private and non-public until the City completes negotiations with the selected vendor. All proposals and the summary score sheet have been provided to the Council for review and considerations.</p> <p>The Committee first met on February 19, 2021, and reviewed the scoring sheet compiled by staff. All proposals were sent out shortly thereafter and scored by the Committee members based on merit and technical issues only. Each firm included a separate cost envelope along with their proposals; however, these cost envelopes were not open until after the first round of scoring. At the next meeting on March 8, 2021, the Committee discussed all proposals and summarized all evaluations. Proposal from one firm was unanimously found to be too weak and not worthy consideration. The other four proposals were all deemed very close; in fact, the difference in scores between them was within 3 percent. The next Committee meeting took place on March 10, 2021; this time discussion included costs considerations, but three proposals suggested almost identical cost and the fourth one was just slightly more expensive. The discussion centered on proposals’ inclusions and additional costs. At the end, the decision was to limit consideration to just two firms, mostly based on the number of hours they included in their proposals and covered Plan components. Finally, at its March 17, 2021 meeting, the Committee decided to recommend SRF Consulting Group to the Council, mostly on the basis of cost and included hours.</p> <p>In order to provide the City with flexibility, Request for Proposals requested to exclude certain Comprehensive Plan elements and provide separate costs for including them as alternates. Request for Proposal also asked for a separate cost of a meeting as a unit price, in case the City would want to add more meetings to the</p>

	<p>contract. Staff believe that it may be beneficial to include the Ordinance review in the scope of work and revise at least several meetings from virtual to on-site format (proposal includes all meetings in virtual format). Other additional elements for the Council to consider are Housing, Utilities, and Transportation. The Request for Proposal included provisions allowing the City to negotiate with the respondents to contract terms acceptable to the City.</p> <p>The last complete City of Marshall Comprehensive Plan was done in 1996. It was partially updated in 2004, and there have been no revisions nor updates since that time. General recommendation is to update comprehensive plans every 10 to 15 years, and the current Comprehensive Plan is over 16 years old even if we consider the 2004 partial update. Out of all comparable cities, Marshall seems to have the oldest Comprehensive Plan. It is becoming increasingly difficult to conduct zoning operations, development, and enforcement, considering how much the conditions in the city have changed since 1996 and even since 2004. According to the League of Minnesota Cities, a comprehensive plan is an expression of the community's vision for the future and a strategic map to reach that vision. It is an important tool to guide future development of land to ensure a safe, pleasant, and prosperous environment. The process of its adoption also creates an extensive opportunity for residents to participate in guiding community's future and all proposals include extensive public participation provisions.</p> <p>The schedule proposed by staff called for draft submittal by the end of November 2021 and final Plan ready by the end of February 2022. These dates may change slightly in the process of contract negotiations, but it should not be a significant change.</p>
Fiscal Impact:	\$65,000 to include base Comprehensive Plan as proposed and any additional features found beneficial by staff and negotiated with the vendor. Project costs would be financed through General Fund reserves.
Alternative/ Variations:	Include additional Plan elements after discussion.
Recommendation:	that the Council accepts the proposal for the new City of Marshall Comprehensive Plan from SRF Consulting Group with the base cost of \$59,923 and authorize staff to enter into contract negotiations with additional \$5,000 allowance to provide for flexibility with the type and number of meetings and some additional Plan inclusions.