

**Madeira Beach Master Plan
Task Order 1
Scope of Services**



March 29, 2024

PURPOSE

The City of Madeira Beach (“City”) requires the services of Kimley-Horn and Associates, Inc. (“Consultant”) to Create and Implement a New City Master Plan for the City of Madeira Beach. The purpose of the Master Plan is to identify a future Vision for the City, guiding goals, and an implementation plan to achieve the Vision.

The Consultant will provide the following services:

SCOPE OF SERVICES

TASK 1: PROJECT MANAGEMENT

Monthly Project Management Team (PMT) Meetings: The Consultant will prepare for and attend monthly, virtual PMT meetings. Up to twelve (12) meetings are anticipated with the PMT throughout the anticipated twelve-month process. The Consultant will send monthly progress report emails to the PMT team.

- **Kick-off Meeting:** The Consultant will conduct one (1) in-person kick-off meeting with City staff to discuss the project and deliverables. Up to three (3) Kimley-Horn staff members will attend the kick-off meeting. The scope and schedule will also be discussed including timing of key milestones to include stakeholder and community outreach, and timing of deliverables.

Task 1 Deliverables:

- Monthly progress reports and coordination with City staff
- One (1) kickoff meeting attendance and notes

TASK 2: DATA COLLECTION AND EXISTING CONDITIONS

- **Research and Data Gathering:** Consultant staff will review available data, as agreed upon by the City and Kimley-Horn Project Manager, which may include:
 - Population and demographics
 - Business and employment data
 - Household characteristics
 - Existing land use
 - Future Land Use
 - Zoning
 - Existing bicycle facilities
 - Existing sidewalks
 - Existing transit
 - Origin/destination data
 - Beach access locations
 - Planned improvements / Capital Improvement Program (CIP) projects
 - 5-year crash data
 - Coastal resources
 - Recreation and open space

- **Plan Review:** The Consultant will review existing Plans and documents related to the development of the New City Master plan, as agreed upon by the City and Kimley-Horn Project Manager, which may include:
 - City of Madeira Beach Master Plan (2002)
 - Madeira Beach Comprehensive Plan
 - John’s Pass Village Activity Center Plan
 - Madeira Beach Watershed Management Plan
 - Madeira Beach Resiliency Plan

- **Existing Conditions Summary:** The Consultant will summarize findings from the requisite data gathering and plan review using maps, infographics, and descriptive narrative, as appropriate, to be included as a chapter in the Final Plan document. The Consultant will provide a draft of the existing conditions chapter before the Final Plan document is developed and revise the chapter up to two (2) times based on City staff comments.

Task 2 Deliverables:

- Existing Conditions Summary to be included in the Final Plan

To Be Provided by the Client:

- Data to support the existing conditions analysis, including documents related to past and ongoing plans and capital projects and GIS shapefiles.
- Provide up to two (2) rounds of comments on the Existing Conditions Summary

TASK 3: COMMUNITY ENGAGEMENT

- **Public Engagement Plan:** The Consultant will develop one (1) Public Engagement Plan which will outline community engagement activities and stakeholder groups to be engaged in this Plan. Up to one (1) revision based on feedback from City staff.

- **Project branding and promotional materials:** The Consultant will develop promotional and educational materials to advertise and disseminate information about the City Master Plan project to the public, as agreed upon by the City and Kimley-Horn Project Manager. The Consultant will provide the agreed upon project branding and promotional materials in PDF or JPG format to be printed and/or shared digitally by the City. Promotional materials may include:
 - Project-specific branding for use on documents, flyers, and workshop boards
 - Project overview informational flyer
 - “Planning 101”/Master Plan Basics one-pager
 - Postcard/mailer for noticing community workshops

- Meeting/workshop invitation template to be used for various events throughout the project
- **Community Workshops:** The Consultant will prepare and conduct up to three (3) interactive community forums. The first workshop will share information on the purpose of the new Master Plan and how it relates to other planning activities in the City, solicit input from community members on existing issues within the City, and their vision for the Master Plan. The second workshop will present the findings from the first workshop and present the draft vision statement and primary goals of the Master Plan. The third workshop will seek community input on the draft Master Plan. This workshop will also focus on communicating strategies and improvements identified in the draft Master Plan. Kimley-Horn will provide up to four (4) staff at the forums and City staff will secure the meeting space and notice the workshops. The Consultant will coordinate with City staff to determine the feasibility of conducting one or more of the workshops in hybrid format. The input collected at the community forums will be summarized which be included in the final Master Plan.
- **Stakeholder Meetings:** The Consultant will conduct up to three (3) stakeholder meetings and up to two (2) Kimley-Horn staff members will attend. The purpose of these meetings is to gain feedback on challenges and opportunities within the City and a long-term vision for the City from the perspective of specific stakeholder groups within the City. The stakeholder meetings may be held virtually or in-person. It is anticipated that the meetings will be held with community leaders, businesses, property owners, schools, chamber of commerce, local advocacy groups, or real estate professionals in the area identified by City staff. One (1) meeting will be used to coordinate with local and regional agencies such as Florida Department of Transportation (FDOT), Forward Pinellas, Pinellas County, and Pinellas Suncoast Transit Authority (PSTA). The City will be responsible for scheduling the stakeholder meetings and securing a meeting location, if needed.
- **Pop-up Engagement Activities:** The Consultant will attend up to six (6) events, planned by other organizations (not the Consultant) in the City to promote the Master Plan. The Consultant will attend each event for up to two (2) hours. These activities may include but are not limited to: attending beach clean ups, holding a booth at the Madeira Beach Wednesday Market, Merry Market, Final Friday, Gulf Beaches Public Library, meeting with the Madeira Beach Fundamental School, Rotary Club, American Legion, Veterans of Foreign Wars (VFW), and Elks Lodge.
- **Online Survey and Interactive Map:** The Consultant will develop up to two (2) online surveys and one (1) online interactive map. Up to one (1) revision based on

feedback from City staff. City staff will be responsible for hosting the survey and interactive map on the City's website and promoting the survey and map.

Task 3 Deliverables:

- Public Engagement Plan (PEP)
- Preparation and attendance at three (3) Community Workshops
- Preparation and attendance at three (3) Stakeholder Meetings (virtual or in-person)
- Attendance of up to six (6) prearranged community events/meetings
- Development of two (2) online surveys and one (1) interactive map
- One (1) community engagement summary to be included in the Final Plan

To Be Provided by the Client:

- Development of project page to be hosted on the City's website
- Social media outreach
- Scheduling and coordination of meeting times and locations for community workshops and stakeholder interviews
- Setup of virtual components for community workshops (if applicable)
- Coordination and setup of pop-up project information booth or presentation at prearranged community events/meetings
- Noticing of events via mail, social media, flyers, or any other method as determined by City staff, including the printing of relevant materials

TASK 4: VISIONING AND GOAL SETTING

- The Consultant will develop a vision statement based on feedback from community engagement activities and discussions with City staff. The Consultant will develop up to five (5) major themes/goals that will guide the development of the New City Master Plan. The Visioning and Goal Setting Summary will be incorporated into the Final Master Plan document.

Task 4 Deliverables:

- Defined Vision statement and up to five (5) major themes/goals to be incorporated into the Final Master Plan.

TASK 5: PLAN DEVELOPMENT

- **Strategies and Recommendations:** The Consultant will utilize information gathered during the field visit, existing conditions analysis, and community engagement to

- develop the New City Master Plan. The New City Master Plan will build off previous plans and a list of strategies and improvements to implement within the study area. The previous information collected from the existing conditions analysis, previous plans, stakeholder meetings, online survey, and community workshops will be used to develop strategies and recommendations to achieve the vision and goals developed in Task 4. The New City Master Plan will include recommendations and strategies relating to the categories below:
- Economic Development
 - Historic, Culture, and Heritage Preservation
 - Housing
 - Land Use and Zoning
 - Parks and Open Space
 - Including marinas and other recreation facilities
 - Placemaking
 - Sustainability and Resiliency
 - Urban Design
 - Context sensitive design guidelines with a focus on Gulf Boulevard
 - Transportation
- **Street Typologies:** The Consultant will develop one (1) Street Type Map with up to four (4) street types. The Consultant will develop a street type table which will identify minimum and preferred dimensions for travel lanes, bicycle facilities, sidewalks, and landscaping for each street type. The street types will also specify preferred urban design standards for surrounding land use/zoning districts.
 - **Comprehensive Plan and Land Development Code Review Matrix:** The Consultant will review the City's current Comprehensive Plan (Comp Plan) and Land Development Code (LDC). The Consultant will develop one (1) review matrix for the City's Comp Plan and LDC. The matrix will identify inconsistencies between these documents and the new vision and goals for the New City Master. Kimley-Horn will review the matrix with City staff via a conference call on a monthly PMT meeting identified in Task 1 above and revise the matrix up to two (2) times based on staff comments. This task does not include a strikethrough underline or revisions to the Comprehensive Plan or Land Development Code. These services can be conducted as part of additional services.
 - **Zoning District Review:** The Consultant will review existing standards for the Retail Commercial (C-3) and Marine Commercial (C-4) zoning districts to identify updates that reflect the future vision, goals, and street type recommendations. The updates will be identified through a strikethrough underline to the C-3 and C-4 districts in the

Land Development Code. This task does not include any public hearings and meetings for adoption of the zoning district revisions; nor does it include GIS updates to the zoning map.

Task 5 Deliverables:

- Strategies and Recommendations to be included in the Final Master Plan
- One (1) Street Type map and one (1) Street Type Standards Table
- One (1) Comprehensive Plan and Land Development Code Review Matrix
- One (1) strikethrough underline for up to two (2) zoning districts

TASK 6: IMPLEMENTATION STRATEGIES

- **Implementation Table:** The Consultant will identify strategies and actions for the goals identified in Task 4. The table will also include timeframe, responsible party, general level of cost, and potential funding sources.
- **High Priorities Map:** The Consultant will develop one (1) High Priorities Map that depict recommendations and projects that are high priorities to the community that achieve the Vision and Goals identified in Task 4. The High Priorities Map will correspond with the Implementation Table.
- **Performance Measures:** The Consultant will develop and establish performance measures that the City will be able to track progress of the goals established in the New Master Plan.
- **Funding Opportunity Matrix:** The Consultant will research funding opportunities and prepare a Matrix for potential funding pursuits that would assist in offsetting the cost of construction and implementation of project identified in the Master Plan. The Matrix will provide information such as the name(s) of the funding source, description of the possible use of the funds, grant or loan, specific terms/conditions, and the next deadline for submittal, as may be applicable and available. This task does not include the preparation of any grant applications.

Task 6 Deliverables:

- One (1) Implementation Table
- One (1) High Priorities Map
- One (1) Funding Opportunity Matrix

- Implementation strategies and performance measures to be included in the Final Master Plan.

TASK 7: FINAL MASTER PLAN AND ADOPTION

- **Draft Master Plan:** The Consultant will develop a draft Master Plan in PDF format to be reviewed by City staff. City staff will provide all comments and edits in a consolidated document.
- **Final Master Plan:** The Consultant will revise the draft Master Plan one (1) time upon review from City staff. The Final Master Plan will be delivered in PDF format.
- **Adoption Presentation:** The Consultant will develop a presentation and present the final City Master Plan in cooperation with City staff to the City Commission for review and adoption at a publicly noticed hearing. The City will be responsible for providing the meeting place and meeting advertisement/public notices.

Task 7 Deliverables:

- Draft Master Plan document
- Final Master Plan document
- One (1) presentation to City Commission

To Be Provided by the Client:

- Provide one (1) round of consolidated comments on the Draft Master Plan

ADDITIONAL TASKS

Any services not specified in the above scope are considered additional services not included under this project. As an amendment to this scope of work or under an additional Task Order agreement, Kimley-Horn can provide services including, but not limited to, the following:

- Grant application services
- Strikethrough/underline or updates to the Comprehensive Plan and/or Land Development Code
- Detailed Opinion of Probable Costs
- Roadway survey
- Roadway design
- Rendering videos
- Additional graphics and renderings
- GIS information creation, analysis or manipulation of data
- Additional stakeholder and community outreach
- Additional field visits
- Community Walk Audit
- Additional online surveys
- Additional presentations
- Additional attendance of City Commission Workshops or Meetings

The following tasks may be initiated upon the request of the City as an additional Task Order. Scope and fee for each additional Task Order will be agreed upon between the City Project Manager and Kimley-Horn Project Manager.

- A. **GIS Dashboard:** The consultant shall develop one (1) web-based operational ArcGIS dashboard to assist the Department in tracking applicable performance measures identified in Task 6. This dashboard will display locations of projects, attribute information, statistical summaries, and applicable ratings.
- a. The ArcGIS Dashboard will include functionalities that support quality assurance and quality control measures for projects being evaluated.
 - i. Capability to edit and update inventory
 - ii. Create and print reports and layouts
 - iii. Additional filtering tools for reviewing data
- B. **Renderings:** Up to five (5) 2D or 3D renderings will be developed using Adobe Illustrator, Google SketchUp, or Lumion software to depict the Vision and/or recommendations in the Master Plan. The rendering may depict density, intensity,

building mass, building height, or building setbacks. The renderings may also depict development scenarios.

- C. **Future Land Use Text and/or Map Amendments:** The Consultant will draft text changes to the City's Future Land Use (FLU) and/or amendment to the Future Land Use Map (FLUM). The Consultant will respond to up to two (2) rounds of revisions upon the City staff and City Attorney review.

- D. **Land Development Code Strikethrough Underline:** The Consultant will draft text amendments to the Land Development code in a strikethrough underline format. Drafts will be reviewed by City staff and the City Attorney for comment. The Consultant will respond to up to two (2) rounds of revisions upon the City staff and City Attorney review.

SCHEDULE

The total months for services is anticipated to be 12 months from the Notice to Proceed (NTP). Below is the anticipated schedule as agreed upon by the Firm and City staff.

- Task 1: Project Management – *0-12 Months from NTP*
- Task 2: Data Collection and Existing Conditions – *0-4 Months from NTP*
- Task 3: Community Engagement – *0-12 Months from NTP*
- Task 4: Visioning and Goal Setting – *2-6 Months from NTP*
- Task 5: Plan Development – *5-10 Months from NTP*
- Task 6: Implementation Strategy– *8-10 Months from NTP*
- Task 7: Final Plan and Adoption – *11-12 Months from NTP*

COMPENSATION

Kimley-Horn will provide the services outlined in Tasks 1-7 for a lump sum of \$150,000. Invoices will be submitted monthly, prepared based on a percentage completion of the project. The following task items represent a breakdown of the lump sum amount for reference:

- Task 1** Project Management: \$14,500
- Task 2** Data Collection and Existing Conditions: \$7,500
- Task 3** Community Engagement: \$40,000
- Task 4** Visioning and Goal Setting: \$5,000
- Task 5** Plan Development: \$48,000
- Task 6** Implementation Strategy: \$17,000
- Task 7** Final Plan and Adoption: \$18,000

ACCEPTED:

THE CITY OF MADEIRA BEACH, FLORIDA

KIMLEY-HORN AND ASSOCIATES,
INC.



BY: _____

BY: Hanna Shaffer AICP, CNU-A.

TITLE: _____

TITLE: Project Manager

DATE: _____

DATE: 3/29/2024