

City of Madeira Beach
Strategic Planning Services
Scope of Services



October 15, 2025

PURPOSE

The City of Madeira Beach has requested assistance with the creation of a new strategic plan. The plan will include City Commissioners, staff, community leadership, stakeholders, and general public. The process will include a series of tasks that involve community engagement, analysis, and reporting. The planning process will be community-driven and data-informed. The final strategic plan will build off the goals and projects identified in the new Master Plan to offer a prioritized set of actions for the City and a clear set of public-facing community expectations.

ASSUMPTIONS

- The process will be community-led and data informed
- The strategic plan is not intended as a replacement for existing master plans or studies
- The strategic plan will incorporate projects and initiatives from the new City Master Plan
- A 4-month process is assumed
- The “City” refers to City of Madeira Beach staff
- The “Consultant” refers to Kimley-Horn and Associates

SCOPE OF SERVICES

TASK 1: PROJECT COORDINATION

- **Kick-off Meeting:** The Consultant will conduct one (1) virtual kick-off meeting with City staff to discuss the project and deliverables. Up to three (3) Consultant 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.
- **Coordination Meetings:** The City and Consultant will schedule up to five (5) virtual coordination meetings to discuss project process, findings, and engagement schedules. Up to three (3) Consultant staff members will attend each meeting.

Task 1 Deliverables:

- One (1) kick-off meeting attendance and notes
- Up to five (5) coordination meetings

TASK 2: ENGAGEMENT AND COMMUNICATIONS

- **Departmental Survey and Collaboration:** The Consultant will prepare and administer a brief survey designed for City of Madeira Beach departmental leadership. Results will be summarized by the Consultant. A follow-up meeting with departmental leadership will be held after survey results are complete. The meeting may be virtual or in-person and will be used to review survey results and identify any additional important themes. Results will be compiled by the Consultant and shared in the engagement summary.

Note: this activity is not an organizational assessment. It is an activity designed to affirm departmental goals, community expectations, and inventory of any additional resources required to achieve goals and expectations.

- **Community Survey:** Utilizing knowledge and background information from the new Master Plan, the Consultant will prepare one (1) community-wide online survey using Survey Monkey. The survey will be focused on identifying community priorities and receive input on how the City may allocate funds for projects. The survey will be active for approximately 2 weeks to receive community input.
- **Community Work Session:** The Consultant will prepare for and attend one (1) in-person community work session which will include the public, City Commissioners, and City staff. City staff will be responsible for reserving the meeting space as well as public notification of the event.

Task 2 Deliverables:

- One (1) online staff survey and summary
- One (1) online community survey and engagement summary
- One (1) community work session

TASK 3: STRATEGIC PLAN

- **Draft Action Plan Table:** The Consultant will prepare the draft action plan table to be used as the foundation for the strategic plan. It is anticipated that the action plan table will include priority projects, funding sources, and timing. The draft action plan table will be reviewed by City staff. A consolidated set of requested edits will be delivered to the Consultant. Once the draft action plan table is updated, a print ready .pdf will be delivered to the City for the City Commission Workshop.
- **Commission Review and Workshop Presentation:** The Consultant will attend one (1) City Commission workshop to present and review the draft action table. At this meeting the City Commissioners will provide comments and updates on the action plan table.

- **Final Action Plan Table and Strategic Plan:** The action plan table will be updated based on City Commission feedback. A consolidated set of requested edits will be delivered to the Consultant prior to development of the Final Strategic Plan Report. Up to two rounds of review and revision are included in this scope of services. Once the report is finalized, a print ready .pdf will be delivered to the City.

Task 3 Deliverables:

- Draft Action Plan Table
- One (1) Commission Workshop Presentation
- Final Action Plan Table and Strategic Plan Report

OPTIONAL TASK 4: PRESENTATIONS

- **Planning Commission:** The Consultant will attend one (1) Planning Commission meeting to present the final strategic plan.
- **City Commission Workshop:** The Consultant will attend one (1) City Commission Workshop to present the final strategic plan.
- **City Commission Regular Meeting:** The Consultant will attend one (1) City Commission Regular Meeting to present the final strategic plan.

Optional Task 4 Deliverables:

- One (1) presentation to the Planning Commission
- One (1) presentation to the City Commission Workshop
- One (1) presentation to the City Commission Regular Meeting

OPTIONAL TASK 5: PUBLIC-FACING COLLATERAL

- **Strategic Plan Brochure:** The Consultant will prepare a promotional brochure that is 1-2 pages in length. The brochure can be used to promote the plan, create awareness, and serve as an executive summary.

Optional Task 5 Deliverables:

- Promotional Brochure

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
- Rendering videos or graphics
- Site visits
- Additional online surveys
- Additional presentations
- Additional attendance of City Commission Workshops or Meetings
- Coordination with additional City departments

The above 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.

SCHEDULE

The total months for services is anticipated to be 4 months from the Notice to Proceed (NTP). Below is the anticipated schedule as agreed upon by the Consultant and City staff.

Task 1: Project Coordination – *0-4 Months from NTP*

Task 2: Engagement and Communications – *0-3 Months from NTP*

Task 3: Strategic Plan – *3-4 Months from NTP*

Optional Task 4: Presentations – 3-4 Months from NTP

Optional Task 5: Public-Facing Collateral – 3-4 Months from NTP

COMPENSATION

Kimley-Horn will provide the services outlined in Tasks 1-3 for a lump sum of \$30,000. 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 Coordination: \$4,000 total

Kick-off Meeting: \$2,000

Coordination Meetings: \$2,000

Task 2 Engagement and Communications: \$15,000 total

Departmental Survey and Collaboration: \$3,000

Community Survey: \$2,000

Community Work Session: \$10,000

Task 3 Strategic Plan: \$11,000 total

Draft Action Plan Table: \$5,000

Commission Review and Workshop Presentation: \$3,000

Final Action Plan Table and Strategic Plan: \$3,000

Optional Task 4 Presentations: \$10,000**Optional Task 5 Public-Facing Collateral: \$2,500 - \$5,000**