



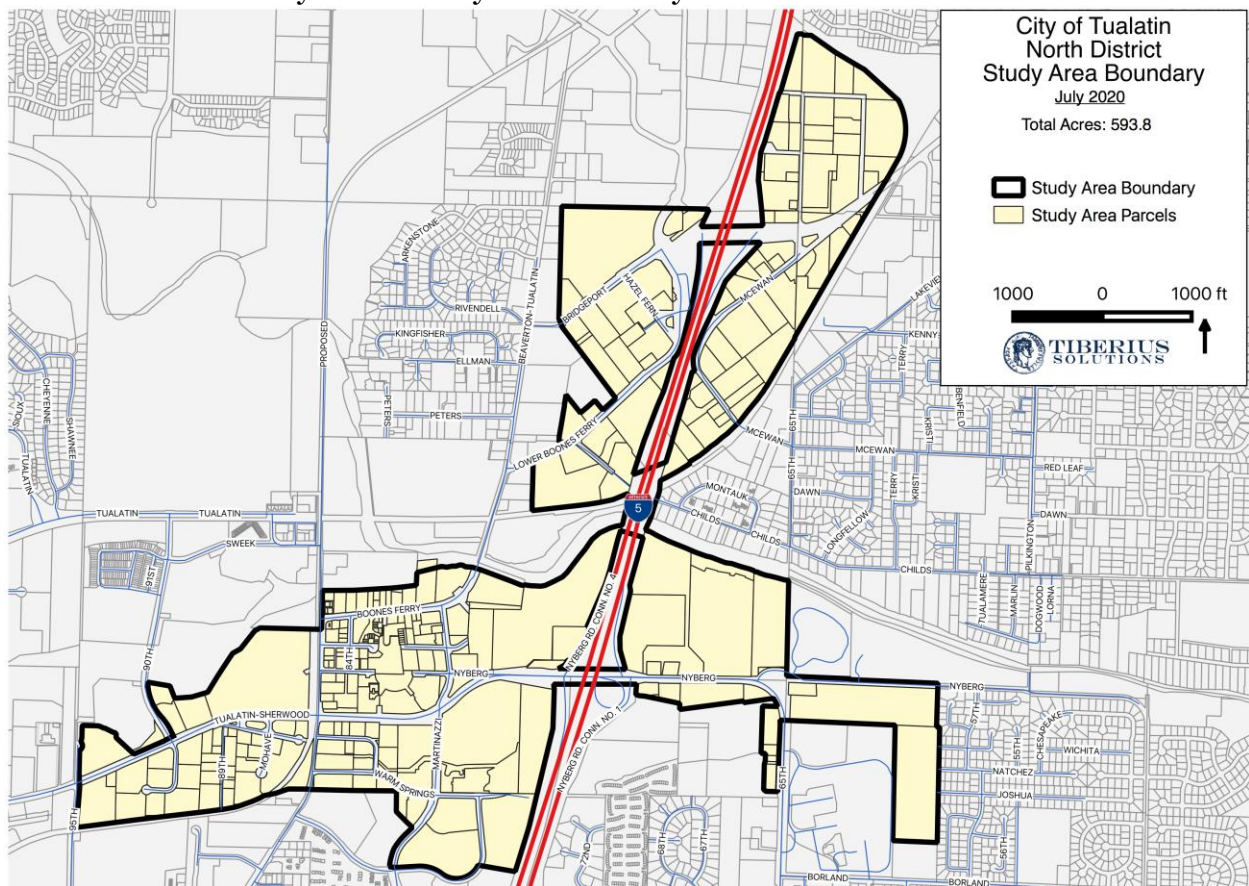
DATE: June 8, 2021
TO: Jonathan Taylor
FROM: Nick Popenuk
SUBJECT:

DRAFT SCOPE OF WORK – TUALATIN CITY CENTER VISION

Background

The City of Tualatin recently evaluated the financial feasibility of establishing an urban renewal area (URA) to fund public investments and economic development projects in Tualatin’s City Center. The study area for the urban renewal feasibility study is shown in Exhibit 1.

Exhibit 1. Tualatin City Center Study Area Boundary



Prior to moving forward with urban renewal in this area, the City desires a vision for the City Center that captures the desires and priorities of businesses and property owners within the City Center, as well as residents of Tualatin, citywide.

It is anticipated that the vision will address needs such as:

- Additional housing options
- Increased density
- Transportation system improvements
- Solutions for long-term vacant buildings
- Redevelopment of underutilized parcels

While the area has clear needs, it does not have a clear, current, and cohesive vision or identity. The City desires a Consultant Team to develop a vision for the City Center area. This vision will inform future City efforts, such as adoption of an urban renewal plan, amendments to the zoning code, and updates to the transportation system plan and capital improvement plan.

The City expects the vision to consist of two components: (1) a list of guiding principles, and (2) a land use and transportation plan. Both of these documents are expected to guide City decisions long-term, and therefore should not be overly reliant on current market conditions that may quickly become out of date.

Scope of Work

Below is a suggested scope of work for developing the City Center vision. This scope of work is a suggestion only, and proposers should feel free to suggest revisions and improvements to the scope of work that they believe will provide the City with the best possible vision that reflects the desires and priorities of local business/property owners, and residents of Tualatin citywide.

Phase 1 – Project Understanding

Purpose: For the Consultant Team to thoroughly understand the existing conditions of the City Center area, including previously adopted plans and anticipated future public improvements.

1.1 Kick-Off Meeting and Site Visit

Meet with City staff to discuss project goals, timeline, and scope of work. Concurrent with the kick-off meeting, the Consultant Team will tour the City Center area to better understand conditions on the ground.

1.2 Plan and Code Review

Read all relevant City plans and applicable sections of zoning Code to understand restrictions on development, allowed land uses, and planned public improvements in the area. Key documents include:

- Comprehensive Plan
- Capital Improvement Plan
- Transportation System Plan
- Etc.

At the conclusion of this task, the Consultant Team should write a summary memorandum that identifies key findings from all relevant plans that constrain or otherwise influence the ultimate vision that will be established for the City Center.

1.3 SWOT Analysis

Conduct analysis of the strengths, weaknesses, opportunities, and threats (SWOT) pertaining to the area. Emphasize issues related to land use and transportation, including challenges for connectivity and mobility.

1.4 Preliminary City Center Transportation Analysis

Conduct a preliminary analysis of the transportation system in the town center area. This analysis would identify existing transportation deficiencies, planned future infrastructure improvements, and existing and estimated future traffic volumes. This analysis would provide context for public outreach in Phase 2, and the eventual Land Use and Transportation Plan developed in Phase 3.

1.5 Public Involvement Plan

Document a public involvement plan to be carried out in Phase 2 to educate the public on the existing conditions in the area, and solicit public input on a new vision for the City Center. Public involvement plan should include the following activities:

- Open houses
- Surveys
- Community Events
- Educational Materials
- Other events, activities, and materials as proposed by the Consultant Team

Phase 2 – Public Outreach

Purpose: Implement the public involvement plan from Task 1.4 to educate the public on existing conditions in the area and solicit public input on a new vision for the City Center.

Note that the list of activities described below are anticipated to be elements of the public outreach strategy, but proposers should recommend an approach to public outreach that they feel will best engage business and property owners in the City Center as well as the general public citywide, including traditionally underserved populations.

2.1 Open Houses

One or more open houses to educate the community on the project while soliciting structured input. Open houses should be planned in a way to ensure meaningful community participation, including options for the public to participate online.

2.2 Community Events

Work with City staff to identify upcoming community events where members of the Consultant Team or City staff could attend to solicit input from the community.

2.3 Surveys

One or more community surveys that can be distributed online or in person at open houses and community events. Translation services should be provided by the Consultant Team to ensure surveys are marketed to and accessible to non-English speakers in the community.

2.4 Supporting Materials

The public engagement activities described in Phase 2 will likely require a range of supporting materials (e.g., poster boards, handouts, short videos, etc.). Proposers should recommend the types of materials they anticipate being most effective for conducting public outreach on this project.

Phase 3 – Vision

Purpose: Based on the existing conditions and feedback received from public outreach, the Consultant Team should craft a vision for the area, including a list of guiding principles, and a land use and transportation plan to implement those principles.

3.1 Guiding Principles

Establish a high-level, short list of key components of the vision for the City Center. These guiding principles will serve as the first step in establishing and communicating a vision for the area. City Council should be closely involved with developing and approving of the guiding principles.

3.2 Land Use and Transportation Plan

Describe specific proposed changes in land use and transportation infrastructure that should occur to implement the vision articulated in the guiding principles. The plan should identify roadway and sidewalk changes to establish a district identity, prioritize safety for people walking, biking, and taking transit, and to support increased residential density and growing employment in the area. The plan should also address current transportation challenges and work in tandem with existing City efforts regarding transportation in the community.

Ongoing

4.1 Project Administration

The Consultant Team should have regularly-scheduled check-in meetings with City staff to provide progress reports on recently completed and upcoming work, and to ensure the project remains on schedule.

4.2 City Council Input

The Consultant Team should meet with City Council throughout the course of the project to provide updates on work completed and solicit input from the City Council on policy choices.

Budget and Schedule

We anticipate this scope of work can be completed for a total cost not to exceed \$250,000. If the City were to issue a request for proposals (RFP) in July 2021 and execute a contract with the successful proposer in August 2021, then all work should be completed by June 2022. Exhibit 2 illustrates the project schedule, including how work on the guiding principles and the land use and transportation plan would occur concurrently.

Exhibit 2. Tualatin City Center Vision Project Schedule

