

RESOLUTION NO. 59-2019

Authorizing the City Manager to Enter into an Agreement with Poggemeyer Design Group for Services Related to Community Visioning.

WHEREAS, City Council has launched a community visioning initiative; and,

WHEREAS, City Council by passage of Resolution No. 40-2019 appointed a Community Visioning Committee comprised of residents of Worthington to steer the Visioning Process, engage and listen to community members, and develop a well-grounded articulation of the community's aspirations for the future of Worthington; and,

WHEREAS, City Council selected Poggemeyer Design Group to serve as a visioning consultant and provide assistance to the Community Visioning Committee; and,

WHEREAS, the Community Visioning Committee supports the proposed scope of services with Poggemeyer Design Group; and,

WHEREAS, the scope of services fits within the appropriation approved by City Council with Ordinance No. 32-2019; and,

WHEREAS, Ordinance No. 32-2019 approved the first \$10,000 for the scope of services.

NOW THEREFORE, BE IT RESOLVED by the Council of the Municipality of Worthington, County of Franklin, State of Ohio:

SECTION 1. That the City Manager be and hereby is authorized to enter into an agreement with the firm of Poggemeyer Design Group for an amount not to exceed the remaining \$130,000 for the attached scope of services.

SECTION 2. The Community Visioning Committee is authorized to re-allocate funds within the scope of services as it deems necessary to achieve the goals of the community visioning effort.

SECTION 3. That the Clerk be and hereby is instructed to record this Resolution in the appropriate record book upon its adoption.

Adopted October 21, 2019

/s/ Bonnie D. Michael

President of Council

Attest:

/s/ D. Kay Thress

Clerk of Council



SCOPE OF SERVICES (8/15/19, 8/28/19, 9/30/19, 10/8/19)

CITY OF WORTHINGTON: COMMUNITY VISIONING PROCESS

Phase I: DISCOVERY	LOF	PZT	LMA	BAB	DMZ	CDB	VC	CC	Total Cost
Task a: City Meeting #1/ Visioning Committee (VC) Mixer <ul style="list-style-type: none"> Meeting preparation, presentation materials City tour Review data collection, information gathering goals Review scope, timeline Committee Mixer <ul style="list-style-type: none"> -Introductions, Outline Roles (Consultant, City Staff, Council and Committee) & Communication, Worthington Trivia, Worthington Is, Start to develop Fast Facts, Elevator Speech, Discuss Names for Project 	8	8	8				X	X	\$3,240 (To Be Handled via PO prior to contract being signed) TBD (To Be Handled via PO prior to contract being signed, not to exceed \$10,000)
Task b: Two meetings to finalize scope with VC (9/23/19 & 9/30/19)									
Task b: Data collection <ul style="list-style-type: none"> Demographics, business clusters, housing data, industry trends, utilizing MORPC as necessary Mapping results 		20			4	30			
Task c: Familiarization with existing planning documents (City, County, Region) <ul style="list-style-type: none"> 360 Initiative Visioning City/Schools/Library, VC wants to do score card, rate how first visioning went 2005 Comp Plan Comp Plan Update UMCH Focus Area MORPC plans City Council Retreat Report 2018 Comp General Fund Report Budget CIP Discussion July 2019 Wilson Bridge Corridor Study/ Materials Parks Master Plan McCord Park Renovation Bicycle & Pedestrian Master Plan Complete Streets Policy 2019 Operating Budget 2019-23 Capital Improvement Plan (CIP) Architectural Review Map & Guidelines Feasibility Study SR 161 Northeast Gateway Project Stafford Village/ National Church Residences Worthington Gateway/Former Holiday Inn Site Harding Hospital 	12	12		2			X		Steering Committee to review document summaries prepared by PDG. Acronyms spelled out at end of document.
Task d: Stakeholder interviews (Increased to 25) <ul style="list-style-type: none"> Develop interview tool with VC, using One Drive to share files Hold interviews in person or via Go To Meeting, conference call, email 	16	16	16				X	X	



<ul style="list-style-type: none"> VC interviewed as one stakeholder, but in focus group format CC will be interviewed one on one by the person who they appointed to the VC VC decide balance of professional one on one interviews VC decided if need more interviews, do via phone and/or online interviews. Plan to interview those who applied for VC and not chosen by Survey Monkey Examples include business sector, schools, clergy, etc. for broad perspective Examine existing social media groups, those not chosen for VC, those running for Council, etc. to expand stakeholder lists for events later in process 									
Task e: Community Education (Only Relative to Visioning Process, VC will determine what need below, if any) <ul style="list-style-type: none"> Create Community Education Plan Create Marketing Piece Introduce “Wow Worthington” Fast Facts on City operations Outline Glossary of Terms Draft Survey to determine baseline (open-ended questions) Marketing blitz through newsletters, social media, City and partner websites Online survey of residents 	20	10		10				X	
Subtotal for Phase I	8 48	8 58	8 16	12	4	30			Task I, a. 24 Hours \$3,240 to be handled by PO; b. TBD not to exceed \$10,000. 168 Hours Balance \$22,680
Phase II: PROJECT DESIGN	LOF	PZT	LMA	BAB	DMZ	CDB	VC	CC	Total Cost
Task a: Staff Meeting Check In/ Visioning Committee Meeting #1 <ul style="list-style-type: none"> Review of Phases II-VII with information gathered in Phase I for any additions/deletions to scope Meeting preparation, presentation materials Elect Visioning Committee Chair and Vice Chair (10/8/19) Tagline review, narrow to 3 (10/8/19) Gantt chart review Map out meeting dates, times, locations- VC will meet 2nd Tuesdays, 4th Mondays, 6-8 pm, Municipal Building, 2nd Floor Meeting Room) Identify additional stakeholders (Goal it to continue to build list of participants) Review draft process design, public involvement plan and communications plan 	8	8					X		
Task b: Finalize process design <ul style="list-style-type: none"> Name/brand visioning project Review of process Goals of action plan and vision statement (s) 	6	6		8				X	
Task c: Finalize public involvement plan <ul style="list-style-type: none"> Farmers Market, Holiday Tree Lighting Physical meetings: forums, focus groups, Charrettes, meals 	5	5	2				X		



<ul style="list-style-type: none"> Physical activities: walking tours, bus tours Social media: Facebook, Twitter, Instagram Surveys: online, paper Printed: press releases, newsletters Electronic: websites, e-blasts 										
Task d: Finalize communications plan <ul style="list-style-type: none"> Meet 2 xs a month (2nd Tues/ 4th Mon) with or without consultant, phone in capabilities Weekly email for Visioning Committee, City Monthly emails for stakeholders E-blasts for public Evite invitations/ Outlook Op Ed articles/letters to the editor Custom meeting flyers Doodle polls for Visioning Committee, stakeholders Websites City Social media & Partner Social Media (Experience Worthington/Old Worthington Partnership, Library, Schools) Press releases City produced videos City seasonal newsletters 	6	2	6	4			X			
Task e: Review final documents with City and Visioning Committee via email										
Subtotal for Phase II	25	19	4	14	4	0				66 Hours \$8,910
Phase III: LISTENING/ LEARNING										
	LOF	PZT	LMA	BAB	DMZ	CDB	VC	CC	Total Cost	
Task a: Environmental scan <ul style="list-style-type: none"> Matrix comparison for demographics, quality of life, transportation, land use/planning, housing, economic development, infrastructure Comparing local, regional, state, national, global VC to decide on benchmark communities Field surveys VC wants to make sure they have expert advice here, to see what other communities are doing in the State and Country 		10				30	X			
Task b: Community scan <ul style="list-style-type: none"> Identify key areas of change Consensus of strengths and challenges 	8	4					X			
Task c: Visioning Committee Meeting #2 <ul style="list-style-type: none"> Meeting preparation, presentation materials Determine best existing events to reach the public, instant voting at meeting Draft custom flyer outlining proposed public input in Phase IV 	8			1			X			
Task d: Community Education <ul style="list-style-type: none"> Divide Vision Committee into teams to attend events Social media promotion 		8		2	1		X			
Subtotal for Phase III	16	22	0	3	1	30				72 Hours \$9,720
Phase IV: COLLABORATIVE INPUT										
	LOF	PZT	LMA	BAB	DMZ	CDB	VC	CC	Total Cost	
Educational workshop with SOAR (strengths, opportunities, aspirations, results) analysis	8	8		1	2		X	X	Order of tasks a-d will be determined prior to Phase IV, VC wants to make sure order	



<ul style="list-style-type: none"> Meeting preparation, presentation materials, mapping Social media promotion, custom flyers 									correctly for biggest bang for buck on participation.
Creation of survey and review with City & Visioning Committee via email	4			1			X	X	
Four focus groups TBD by Visioning Committee <ul style="list-style-type: none"> Meeting preparation, presentation materials Social media promotion, custom flyers Group by quadrant (residents, business owners, employees) or by categories 	24	24		1			X	X	
On-line Public survey & Instagram challenge <ul style="list-style-type: none"> Promoted through seasonal newsletter Survey directed to residents Student surveys (high school seniors and middle schoolers) 	2			1			X		
Task e: Visioning session (City-wide) <ul style="list-style-type: none"> Meeting preparation, presentation materials, visioning boards Social media promotion, custom flyers 	8	8		1			X	X	
Task f: Charrette (City-wide) <ul style="list-style-type: none"> Meeting preparation, presentation materials, mapping Bus/walking tour (City provided bus) Social media promotion, custom flyers 	8	8	8	1	4		X	X	
Subtotal for Phase IV	54	48	8	6	6	0			122 Hours \$16,470
Phase V: VISIONING	LOF	PZT	LMA	BAB	DMZ	CDB	VC	CC	Total Cost
Task a: Interpretation and analysis of collaborative input <ul style="list-style-type: none"> Summarize data from public input events, compare and contrast with data from Phase I 	6	2	1				X		
Task b: Identify community values <ul style="list-style-type: none"> Compare and contrast with community values from last visioning effort 	4	2	1	6			X		



Task c: Visioning Committee Meeting #3 (Working Session) <ul style="list-style-type: none"> • Prepare vision statement (s) • Evaluate ways to achieve/implement the vision statement (s) • Identify Key Performance Areas (KPA) by sector, issue or project (TBD by Visioning Committee) • Set up task force framework for KPAs 	8			6				X					
Task d: Testing of vision statement (s) with residents <ul style="list-style-type: none"> • Via social media platform • Partner websites • Publicize in seasonal newsletter • Utilize Bang the Table, VC may revisit to make sure Task d is in the correct place 	4							X					
Subtotal for Phase IV	22	4	2	12	0	0					40 Hours \$5,400		
Phase VI: DOING	LOF	PZT	LMA	BAB	DMZ	CDB	VC	CC	Total Cost				
Task a: Draft final statement of analysis <ul style="list-style-type: none"> • Review via email with Visioning Committee and City 	18	6	2			4	X	X					
Task b: Draft final action plan <ul style="list-style-type: none"> • Review via email with Visioning Committee and City • Provide photo shop concepts 	18	6	2	16			X	X					
Task c: Finalize implementation matrix <ul style="list-style-type: none"> • Include goals, objectives with time frames, responsible parties, estimate of costs and potential funding sources 	18	6	2				X						
Subtotal for Phase VI	54	18	6	16	0	4					98 Hours \$13,230		
Phase VII: PUBLIC REVIEW/FINAL ADOPTION	LOF	PZT	LMA	BAB	DMZ	CDB	VC	CC	Total Cost				
Task a: Celebrate! Public Event TBD <ul style="list-style-type: none"> • Select date, time, location • Social media promotion, custom flyers • Deliverables: 1 digital and 10 paper copies of Statement of Analysis, Action Plan, Matrix and 1 Story Map 	8	8		30	4		X	X					
Task b: Set up City final adoption							X	X					
Task c: Set up quarterly or semi-annual meetings to review progress with City Staff and Visioning Committee							X	X					
Subtotal for Phase VII	8	8	0	30	4	0					50 Hours \$6,750		
Reimbursables (mileage, copies)											\$4,200		
PDG TOTAL CONTRACT COST											\$87,360		
Community Engagement Software (Bang the Table)											\$5,000		
TOTAL PROJECT COST											\$92,360		



ALTERNATES

Community Education Alt. #1 •Phone survey of residents (Sub Bonne Berland- Lump Sum)								Alt. #1 \$15,000
Community Engagement • Alt. #2a-Door to Door Engagement/Lit Drop/ Routes • Alt. #2b-Creation of door hanger (electronic copy) VC concerned may be waste of time/paper, but wants to revisit if need further community engagement	38.5	38.5	38.5	38.5	5	38.5	38.5	Alt. #2a \$31,200 Alt. #2b \$700
Public Involvement Plan • Alt. #3-Show on the Road, Materials Only (VC Members attend events, PDG prepares materials 1 hour per event)	5							Alt. #3 \$700
Alt. #1 Suggested Phase I							+\$15,000	
Alt. #2a Suggested Phase II							+\$31,200	
Alt. #2b Suggested Phase II							+\$700	
Alt. #3 Suggested Phase II							+\$700	
TOTAL COST OF ALTERNATIVES							+/- \$47,600	

VC would like to request authorization for entire dollar amount of contract and alternates and would like the ability to move hours, funds around between phases and may need to add/delete items above, as phases move forward, but understand the need to stay within total budget.

Please note hours are outlined by consulting team, denoted on columns at top of each page.

- LOF – Lauren O. Falcone, AICP
- PZT – Paul Z. TecpanecatI, AICP
- LMA – Linda A. Amos, LEED AP
- BAB – Beth A. Barton
- DMZ – David M. Zubenko
- CDB – Christopher D. Boring
- VC - Visioning Committee
- CC – City Council
- PDG Average Hourly Rate \$135

MORPC: Mid-Ohio Regional Planning Commission: A voluntary association of Central Ohio governments (15 county region) and regional organization that environs and embraces innovative directions in transportation, energy, housing, land use, the environment and economic prosperity.

SOAR- Strengths, Opportunities, Aspirations, and Results: A strategic planning technique which helps organizations focus on their current strengths and opportunities, and create a vision of future aspirations and the result they will bring.

Charrette: An intensive planning session where citizens, designers and others collaborate on a vision for development. It provides a forum for ideas and offers a unique advantage of giving immediate feedback to the designers. More importantly, it allows everyone who participates to be a mutual author of the plan.

Community Scan: A multidimensional, descriptive analysis of neighborhood, town or city, county, region or state. It can identify needs in a community as well as existing resources and institutions, potential partnerships, and gaps in services.

Environmental Scan: The process of gathering information about events and their relationships within an organization’s internal and external environments. Basic purpose is to help determine the future direction of the organization.

Visioning: A technique that is used to support a group of stakeholders in developing a shared vision of the future. It involves asking the group of participants to appraise where they are now and where they can realistically expect to be in the future.

UMCH- United Methodist Children’s Home Property. 37 acre property across from Municipal Building.

CIP- Capital Improvement Plan: A short range plan, usually 4-10 years, which identifies capital projects and equipment purchases, provides a planning schedule and identifies options for financing the plan. In this case, undertaken by the City.