

# TOWN OF PARADISE VALLEY

Award of Contract  
2022 General Plan Update

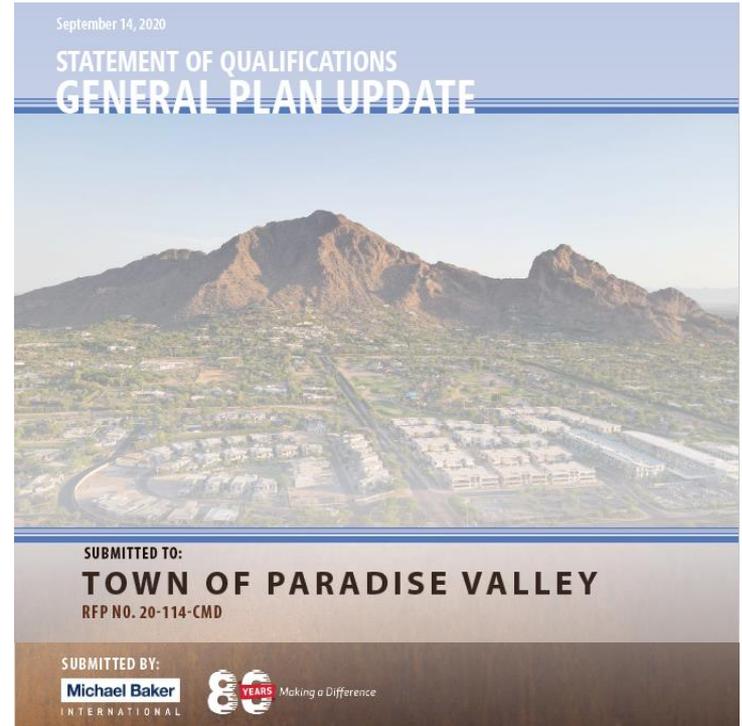
Town Council  
October 8, 2020



# Request

- Approval for the execution of a contract with **Michael Baker International** in the amount not to exceed \$124,900 to develop the 2022 General Plan Update for the Town. The anticipated budget split for the project is:
  - a) FY20-21: \$49,928
  - b) FY21-22: \$70,000
  - c) FY21-22 (*contingency funds*) \$4,972.

The approved budget authority for the General Plan will be included in the next FY20/21 Budget Amendment Resolution for Council's consideration.



# Background

- General Plan targeted completion is August 2022 (voter ratification)
- Town Budget for the General Plan Update is \$120,000
- Town Priority One funding required the budget to be split over the FY20-21 and FY21-22
- As Town revenue increases to Priority Two and Three levels, Council may allocate all funds into one Fiscal Year.
- RFP issued on August 24, 2022
- RFP responses submitted on September 14, 2020
  - ✓ Matrix Design Group
  - ✓ Michael Baker International
  - ✓ PLAN\*et Communities



# Award Selection Process

- Selection Committee members reviewed RFP responses (4 Town Staff)
- Committee scored RFP responses on September 18, 2020
  - ✓ Methodology (45 points)
  - ✓ Experience/Expertise and References (30 points)
  - ✓ Cost of Services to the Town (20 points)
  - ✓ Compliance with the Towns Terms and Conditions (5 points)
- Top 2 RFP responses after committee scoring were interviewed
- Committee scored interviews on September 22, 2020
  - ✓ Michael Baker International scored the highest in both RFP response & interview



# Michael Baker Experience

## Relevant Arizona Experience/Expertise (year completed)

- Cave Creek: General Plan Update (special election May 2021)
- Gilbert: General Plan Update (2020)
- El Mirage: General Plan Update (2020)
- Somerton: General Plan Update (2020)
- Florence: Transportation & Active Transportation Plan (2020)
- Mesa: Design Guidelines (2019)
- Cave Creek: Cave Creek/Carefree Transportation Framework Study (2016)
- Buckeye: Gila River Restoration Area Plan (2016)
- Carefree: Village Center Master Plan (2015)
- Avondale: Strategic Transportation Safety Plan (2015)



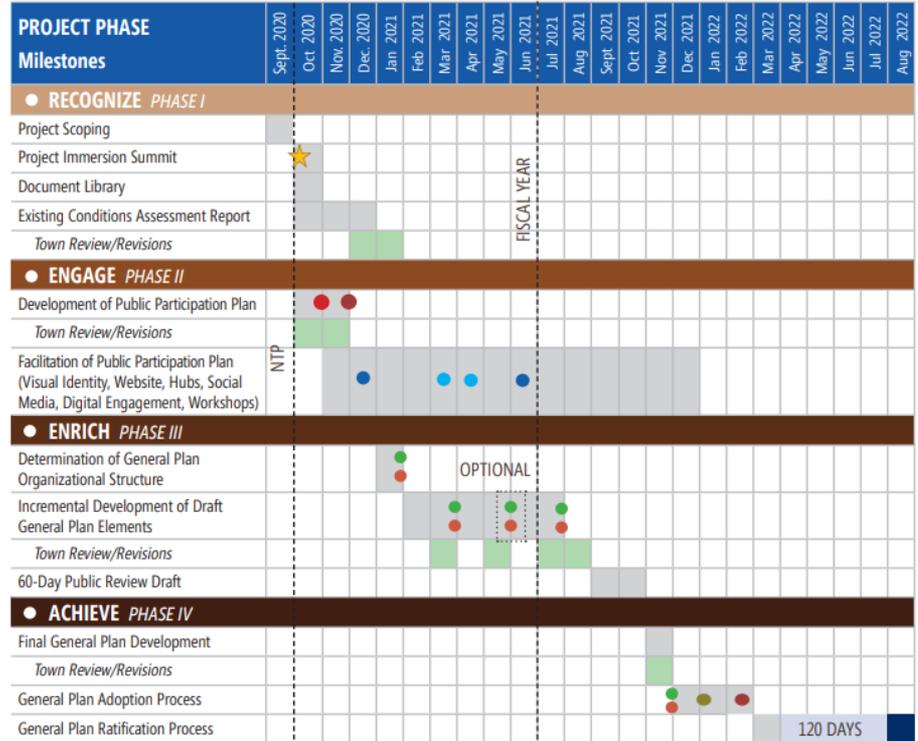
# Michael Baker Experience

## Town of Paradise Valley Experience

- Visually Significant Corridors Master Plan (2018)
- Cheney & Cherokee Washes Watershed Study (2016)
- Cudia City Area Drainage Master Study
- 54<sup>th</sup> St & Solano Dr Drainage Improvements
- Traffic Signal and Intersection Improvements



# Project Schedule



- Discussion Hubs
- Community Workshop
- Planning Commission Work Session/Briefing
- Planning Commission Public Hearing
- Council Work Session/Briefing
- Council Public Hearing

ELECTION

120 DAYS



# Project Hours Phase/Personal

STAFFING PLAN	
Recognize - Phase I	Kevin Kugler, Matt Klyszeiko, Adam Pruett, Tristan Black, Brian Snyder, Matt Gomez, Smitha Kundur, Thiru Bose
Engage - Phase II	Matt Klyszeiko, Adam Pruett, Tristan Black, Brian Snyder, Matt Gomez
Enrich - Phase III	Kevin Kugler, Matt Klyszeiko, Adam Pruett, Tristan Black, Brian Snyder, Matt Gomez, Smitha Kundur, Thiru Bose
Achieve - Phase IV	Kevin Kugler, Matt Klyszeiko, Tristan Black, Matt Gomez

Total Task Hours = 945

TOWN OF PARADISE VALLEY GENERAL PLAN UPDATE PROJECT BUDGET	PROJECT DIRECTOR	MANAGER	SR. CIVIL ENGINEER	PRINCIPAL PLANNER	SR. TRANS. PLANNER	PROJECT PLANNER	PLANNER & GIS	TOTAL TASK HRS	TASK FEE
	\$220.00	\$195.00	\$185.00	\$156.00	\$103.00	\$89.00	\$71.00		
<b>PHASE I - RECOGNIZE</b>									<b>\$26,389</b>
TASK 1.1: SCOPING MEETING	4	20						24	\$4,780
TASK 1.2: PROJECT IMMERSION SUMMIT	4	16		16		4	8	48	\$7,420
TASK 1.3: DOCUMENT LIBRARY & GIS DATABASE DEVELOPMENT								0	\$0
TASK 1.4: EXISTING CONDITIONS ASSESSMENT REPORT	1	15	8	15	8	40	40	127	\$14,189
<b>PHASE II - ENGAGE</b>									<b>\$44,744</b>
TASK 2.1: COMMUNITY OUTREACH & PARTICIPATION PLAN	1	12		8			8	29	\$4,376
TASK 2.2: VISUAL IDENTITY		1				15		16	\$1,530
TASK 2.3: COMMISSION & COUNCIL COORDINATION	3	35		20		20	20	98	\$13,805
TASK 2.4: PROJECT WEBSITE & DIGITAL ENGAGEMENT		20				15	70	105	\$12,705
TASK 2.5: COMMUNITY WORKSHOPS		20	4	20		25	25	94	\$11,760
TASK 2.6: SOCIAL MEDIA							8	8	\$568
<b>PHASE III - ENRICH</b>									<b>\$39,261</b>
TASK 3.1: DETERMINATION OF THE GENERAL PLAN ORGANIZATIONAL STRUCTURE		15				20		35	\$4,705
TASK 3.2: ADMINISTRATIVE GENERAL PLAN DRAFT	4	40	16	40	20	80	80	280	\$32,740
TASK 3.3: 60-DAY PUBLIC REVIEW DRAFT				8			8	16	\$1,816
<b>PHASE IV - ACHIEVE</b>									<b>\$8,134</b>
TASK 4.1: FINAL PLAN	2	5				10	15	32	\$3,370
TASK 4.2: PLANNING COMMISSION PUBLIC HEARING - CONSIDERATION OF THE FINAL GENERAL PLAN UPDATE		8				8		16	\$2,272
TASK 4.3: TOWN COUNCIL ADOPTION OF THE GENERAL PLAN UPDATE	1	8				8		17	\$2,492
<b>TOTAL PROJECT HOURS</b>	<b>20</b>	<b>215</b>	<b>28</b>	<b>127</b>	<b>28</b>	<b>245</b>	<b>282</b>	<b>945</b>	
<b>SUBTOTAL</b>									<b>\$118,528</b>
REIMBURSABLE (MILEAGE, MEALS, REPROGRAPHICS, PUBLIC MEETING MATERIALS)									<b>\$1,400</b>
<b>LUMP SUM</b>									<b>\$119,928</b>



# Project Add-Ons

## Optional Tasks

Request:  
Potential Option



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	\$220.00	\$195.00	\$185.00	\$156.00	\$103.00	\$89.00	\$71.00	
<b>OPTIONAL TASKS</b>								
OPTION 1 - ADDITIONAL ROUND OF WORK SESSIONS (1 COMMISSION & 1 COUNCIL)		8				20	16	\$4,476
OPTION 2 - HOA PRESENTATION/WORKSHOPS (PER MEETING)		2					4	\$674
OPTION 3 - GENERAL PLAN RATIFICATION SUPPORT (RFP PHASE 5)		10				18	20	\$4,972
OPTION 4 - PER UNIT COST OF ADDITIONAL HARDCOPIES (BASED ON # OF PAGES)								\$20 - \$100
OPTION 5 - ADDITIONAL MEETING ATTENDANCE (BASED ON HOURLY RATES)								HOURLY RATE



# Action

1. Authorize the Town Manager to execute a contract with Michael Baker International in the amount of \$119,928 to be split between FY20-21 and FY21-22 or as approved by Town Council in the future and a contingency to spend an additional \$4,972 with the total contract amount not to exceed \$124,900 to develop the 2022 General Plan Update for the Town.

The approved budget authority for the General Plan will be included in the next FY20/21 Budget Amendment Resolution for Council's consideration.

