

CITY OF PALMER ACTION MEMORANDUM No. 08-075

SUBJECT: Award a Bid for Professional Services to Prepare a Highway Corridor Landscape Ordinance, Authorize the City Manager to Enter a Contract not to exceed \$39,500 with URS Alaska LLC, and Direct the City Manager to Prepare an Amendment to the 2008 Fiscal Year Budget to Appropriate the Funds

AGENDA OF: November 18, 2008

Awarded

Approved presentation by B.B. Allen, City Manager

Route To:	Department/Individual:	Initials:	Remarks:
x	Originator – Director of Community Development		
x	City Clerk		
x	City Attorney		
	Director of Administration		
	Director of Community Services		
	Director of Public Safety		
	Director of Public Works		

Attachment(s): Summary of Economic Impacts
 Proposed project methodology/work plan and price quote - J. Kvalsky
 Proposed scope of work and price quote – URS
 Proposed scope of work and price quote – USKH

Fiscal note:

	No fiscal impact.		
X	Funds are budgeted from this account number:	\$29,000	01-12-6071
X	Funds are not budgeted. Budget modification is required. Affected account number:	\$10,500	08-xx-xxxx

Finance Director Signature:

Summary statement:

The Community Development Department solicited price quotes for professional services from four local planning/engineering firms to prepare a highway corridor landscape ordinance on September 22, 2008. The overall goal of this proposed ordinance is to create attractive entry ways into the City by adopting landscaping standards applicable to highway projects in and approaching Palmer.

Background:

The City received three written quotes for this professional service. The quotes are from J. Kvalsky, URS LLC and USKH. The quotes ranged from \$37,500 to \$39,500. Each of the three firms submitted a description of the work they proposed to complete in order to produce the requested document. In evaluating the professional services quoted, the approach described by URS was much more comprehensive than that submitted by Kvalsky or USKH.

URS proposes to use a Citizens Advisory Group (CAG) to help develop the landscaping ordinance criteria. The inclusion of three CAG meetings in this type of planning process provides for more focused public input into the final product. URS also will conduct two facilitated public input meetings before moving a draft ordinance forward to meetings with the Planning and Zoning Commission and City Council. URS price quote was \$39,500.

The USKH price quote was \$39,105. USKH included a total of three public meetings with computer-generated visuals as part of the process. They also proposed making presentations to the Planning and Zoning Commission and City Council at the end of the project.

J. Kvalsky's price quote for \$37,500 includes two public meetings and presentations to the Planning and Zoning Commission and City Council. It appears to be a more research centered proposal with less opportunity for stakeholders or the public be involved in the process.

Because the total of seven meeting for the public to give input into the drafting of a highway corridor landscape ordinance and inclusion of a professional facilitator for these public meetings, the professional services quoted by URS LLC at \$39,500 appear to be in the best interest of the City. As this is a professional service, the Palmer Municipal Code does not require acceptance of the lowest price quoted. The City may negotiate with any or all responsible proposers in accordance with the City's determination of its own best interest.

Administration recommendation: Approve Action Memorandum No. 08-075 authorizing the City Manager to enter a contract not to exceed \$39,500 with URS Alaska LLC, and to direct the City Manager to prepare an amendment to the 2008 Fiscal Year Budget to appropriate \$10, 500 in funds.

Project Methodology and Work Plan

Task One:

1. Meet with the City of Palmer staff to identify the project goals. Confirm and build upon the goals established in the 2006 City of Palmer Comprehensive Plan for the Glenn Highway and *Pioneering Palmer's Future: Strategies for Managing Growth* for the Palmer-Wasilla Highway.
2. Establish the project scope and schedule, which will set up benchmarks throughout the duration of the project. Clarify the public involvement plan which will identify project advertising, public meetings and establish goals for incorporating the needs of the public and stakeholders into the final product.

Task Two:

3. Investigate and research existing site conditions. Identify existing land uses and pedestrian circulation within the highway corridors.
4. Review the existing City of Palmer land use regulations and zoning. Research similar ordinances in similar locations throughout the country and note successful elements and language.

Task Three:

5. Develop a meeting agenda and prepare material for the first public meeting. Introduce the project and outline the project goals and timeline. Create project graphics that help the public understand the intent of the highway corridor landscaping ordinance.

Task Four:

6. Incorporate public comments and feedback into a draft highway corridor landscape ordinance. Distribute the draft ordinance to city staff and stakeholders for comments and feedback.

Task Five:

7. Develop an agenda for the second public meeting. Present the draft highway corridor landscape ordinance to the public and prepare graphics that help illustrate the content and objectives.

J. Kvalsky

Task Six:

8. Revise the draft ordinance to incorporate public comment and feedback from the City staff. Prepare presentation materials for presentations to the Planning and Zoning Commission and to the City Council.

Task Seven:

9. Present the final highway corridor landscape ordinance to the Planning and Zoning Commission and to the City Council

Task Eight:

10. Prepare final documents for the highway corridor landscaping ordinance in Microsoft (MS) Word format. All graphics will be prepared in color and provided to the City of Palmer in both MS Word and PDF file formats. Digital versions will be transferred to the City electronically and will be suitable for publishing on the City website. One hard copy will be transferred to the City of Palmer.

J. Kvalsky

Project Budget:

Task One:	Project Kick-off Meeting with City staff	5 hrs.	500.
Task Two:	Research and reconnaissance:	25 hrs.	2,500.
Task Three:	Public meeting: (First)	40 hrs.	4,000.
Task Four:	Produce Draft Ordinance:	110 hrs.	11,000.
Task Five:	Public Meeting: (Second)	40 hrs.	4,000.
Task Six:	Final Ordinance and Presentation Materials:	100 hrs.	10,000.
Task Seven:	Presentations to the Planning and Zoning Commissions and to the City Council	10 hrs.	1,000.
Task Eight:	Deliverables	<u>10 hrs.</u>	<u>1,000.</u>
Total:		340 hours	\$34,000.

Printing/Advertising/Publications:	2,500. (to be determined at kick-off meeting)
Travel Costs:	500.
Misc. costs:	<u>500.</u>
Total:	\$3,500.

Project Total: \$37,500.

Additional Project Support:

Earthscape, M. Elise Huggins, AK Registered Landscape Architect and Planner



Tryck Nyman Hayes

Landscape Ordinance Proposal Scope of Work Palmer, Alaska

Task 1: Scoping Meeting

- Meet with the Coordinator representing City of Palmer to identify goals, and establish the scope and schedule for the project.
- Compile a list of potential stakeholders for the Citizens Advisory Group (CAG) to advise and make recommendations for project.
- Outline responsibilities and expectations of the CAG.
- Compile a list of potential Facilitators to advise and oversee project.
- Determine responsibilities and expectations of the Advisor.
- Set dates for meetings with Facilitator, CAG, Planning Commission, City Council and Public Meetings.

Task 2: Research

- Site visit and photos of existing conditions and related locations in Palmer.
- Investigate and review existing site conditions, existing regulations and zoning, and any related documents.
- Research similar ordinances in similar locations to define positive and negative options.
- Identify anticipated and potential future development in Palmer that will impact the project area or will be affected by the Landscape Ordinance.
- Create documents and plans to reflect build-out.

Task 3: Planning Board Meeting

- Prepare and meet with Planning Commission to introduce project, scope, and schedule.

Task 4: Facilitator and Citizens Advisory Group (CAG) Setup

- Invite facilitator to pre-CAG meeting to coordinate role and project responsibilities.
- Invite potential members of the CAG to attend kick-off CAG Meeting 1.
- Develop agenda and prepare for CAG Meeting 1.
- Attend CAG Meeting 1.

Task 5: Public Meeting I

- Invite Facilitator, Planning Commission and CAG to attend Public Meeting I.
- Develop agenda and prepare for Public Meeting I to introduce project and collect public input.
- Compile collected information into Landscape Ordinance.

Task 6: Incorporate Public and CAG Input; CAG Meeting 2

- Incorporate comments and suggestions from Public Meeting I into Landscape Ordinance to present to CAG.
- Create documents and plans to reflect effects of the potential Landscape Ordinance.
- Invite Facilitator; prepare and attend CAG Meeting 2.

- Incorporate comments and suggestions from CAG Meeting 2 into Landscape Ordinance.
- Create documents and plans to reflect changes in Landscape Ordinance.

Task 7: Public Meeting II

- Invite Facilitator, Planning Commission, and CAG to attend Public Meeting II.
- Develop agenda and prepare for Public Meeting II to present Landscape Ordinance, show the effects, and collect responses, comments, suggestions, and other input.
- Compile collected information and revise Landscape Ordinance.

Task 8: Incorporate Public and CAG Input; CAG Meeting 3

- Incorporate comments and suggestions from Public Meeting II into Landscape Ordinance to present to CAG.
- Create documents and plans to reflect effects of the revised Landscape Ordinance.
- Invite Facilitator; prepare and attend CAG Meeting 3.
- Incorporate comments and suggestions from CAG Meeting 3 into final revision of the Landscape Ordinance.
- Create presentation documents and plans to reflect changes in Landscape Ordinance.

Task 9: Presentations

- Prepare presentation and attend Planning Commission meeting.
- Prepare presentation and attend City Council meeting.



Tryck Nyman Hayes

September 5, 2008

Ms. Sandra Garley, Director
Department of Community Development
City of Palmer
231 West Evergreen Avenue
Palmer, AK 99654-6952

Re: Landscape Ordinance Proposal

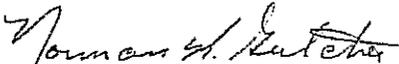
Dear Ms. Garley:

We are very pleased to submit our proposed scope of work to assist your Department in the identification and preparation of a landscape ordinance for the City of Palmer. A schedule for this work will be dictated by the time line for the public involvement effort. Your input regarding the scope of work and for an appropriate time line for the public involvement events will be crucial for the project to progress smoothly. A copy of the scope of work is attached. Our estimated lump sum fee for this project is \$39,500.

Again, URS Alaska (Tryck Nyman Hayes) welcomes this opportunity to work with the Department of Community Development on this very important issue for the City of Palmer. Please contact Luanne or me if you have any questions regarding our proposed scope of work and fee estimate.

Sincerely,

URS Alaska, LLC


Norman K. Gutcher, PE
Director of Engineering Services

NKG/KLJ:08028.P00

Enclosure

cc: Luanne Urfer
File

2. SCOPE OF SERVICES

It is our understanding the proposed project includes the Glenn Highway and the Palmer-Wasilla Highway Corridors. The goal of the project is to implement concepts found in the 2005 Pioneering Palmer's Future and the 2006 Palmer Comprehensive Plan. The proposed highway corridor landscape ordinance will define and regulate landscaping on private property in conformance with the earlier plans. This may be done several ways, including an overlay district amendment to the existing zoning ordinance, as a standalone ordinance, or as a set of standards regulated through a site plan review process. There may be other options for implementation as well.

Outlined below is a proposed scope of services for the project, based upon the RFP as well as our experience with developing ordinances. This is subject to negotiation and discussion with City staff.

Kick-off Meeting:

We will attend an initial meeting with City of Palmer Staff to discuss the process, identify goals, scope, and schedule for the project. At this meeting, we will discuss the community involvement process and finalize the process for obtaining input, as well as receive and review relevant information about the project.

Data Collection and Analysis

A variety of information will be collected and analyzed, including existing regulations and plans. We will photograph site conditions and use existing Mat-Su Borough map resources for the preparation of base mapping and our analysis. Maps will be prepared for each corridor showing parcels, zoning, etc. We will be able to provide examples of ordinances from other northern communities.

Our goal during construction will be to keep the project on schedule and on budget and to make sure that you know the status of the project at all times.



Community Involvement

We concur with the idea of having three Highway Corridor Planning Workshops to involve the community and stakeholders in the process. USKH will prepare all materials for this series of workshops to engage the community. In addition, we will assist the City of Palmer with the preparation of press releases, posters, and visual examples to generate interest in the meetings. These are discussed below:

- The first meeting will introduce concepts. Using computer-generated visualization techniques, we can demonstrate how Palmer can look with visual enhancements. Participants will be asked to identify what they like and dislike about the existing visual conditions along the highway corridors.
- The second meeting will introduce landscape concepts and typical regulations that would implement the concepts. Computer-generated images will be used help participants visualize the impact of these regulations on property and the corridor. All input and comments will be recorded.
- The third meeting will introduce the proposed ordinance to the community. All input and comments will be recorded.

Prepare Draft Ordinance

A draft landscape ordinance will be prepared. As previously mentioned, we will discuss with City staff the best approaches to regulate landscaping; i.e., an overlay district, standalone ordinance, or site plan review requirements and standards. We will also prepare presentation materials including aerial mapping, computer generated graphics, and other tools to visually communicate the regulations to the community and decision makers. We will make a presentation to the City Planning & Zoning Commission and to the City Council.



All documents and graphics will be prepared in the formats and software identified in the RFP. We will provide digital versions as well, for use on the City website.

3. FEE QUOTE

USKH will provide the services as outlined in this proposal for a total lump sum fee of \$39,105. This includes all labor and miscellaneous expenses required to perform the work and deliver a complete project. Below is a task outline showing the personnel and hours projected for each task.

FEE PROPOSAL		WO#P1121800								
CITY OF PALMER LANDSCAPE ORDINANCE		9/30/2008								
Task	Item	Senior	Civil		Landscape	Design			Task Total	
		Principal	Planner	Engineer	GIS	Architect	Tech	Admin		Environmental
		\$175.00	\$155.00	\$155.00	\$115.00	\$135.00	\$115.00	\$75.00	\$105.00	
1	kick off mtng		1	8			8			\$2,495.00
2	Collect and Analyze Data			8	24	40				\$9,400.00
3	Public Participation/Involvement (3 meetings)			24		24	40			\$11,560.00
4	prepare draft ordinance			24		8		8		\$5,400.00
5	meetings/presentations (2)			16		16				\$4,640.00
6	revisions/changes			8		4				\$1,780.00
7										\$0.00
8										\$0.00
9	Deliverables			8			16			\$3,080.00
10										\$0.00
Labor Hours Total		1	96	0	24	100	56	8	0	285
Labor Subtotals		\$175.00	\$14,880.00	\$0.00	\$2,760.00	\$13,500.00	\$6,440.00	\$600.00	\$0.00	\$38,355.00
Direct Costs										
	Phone/Fax									\$0.00
	Printing/Reproduction									\$0.00
	Aerial Photography									\$0.00
	Permit Fees									\$0.00
	Materials/Supplies									\$0.00
	Subconsultants Fee Summary									\$0.00
	Travel									\$0.00
	Misc									\$750.00
Direct Costs Total										\$750.00
Subconsultants Fee Summary										\$0.00
Subconsultants Fee Total										\$0.00
TOTAL FEE PROPOSAL (LUMP SUM)										\$39,105.00

City of Palmer • Summary of Economic Impact

Does the proposed legislative action have an economic impact on the City? Yes No

Proposed Legislative Action:

Award a Bid for Professional Services to Prepare a Highway Corridor Landscape Ordinance, Authorize the City Manager to Enter a Contract not to exceed \$39,500 with URS Alaska LLC, and Direct the City Manager to Prepare an Amendment to the 2008 Fiscal Year Budget to Appropriate the Funds

List all of the costs associated with enactment of the legislation:

List the corresponding funding source:

	Source:		Amount:
Implementation:	\$ _____	_____	\$ _____
Capital:	\$ 10,500	Needs to be appropriated	\$ 10,500
Operation:	\$ 29,000	Community Development Community Planning line item	\$ 29,000
Maintenance:	\$ _____	_____	\$ _____
Total:	\$ 39,500	Total:	\$ 39,500

Revenues (list the affected line item name and number):

Operating funds:	FY08	FY09	FY10	FY11
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
Total:	\$ _____	\$ _____	\$ _____	\$ _____

Enterprise funds:	FY08	FY09	FY10	FY11
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
Total:	\$ _____	\$ _____	\$ _____	\$ _____

Capital funds:	FY08	FY09	FY10	FY11
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
Total:	\$ _____	\$ _____	\$ _____	\$ _____

Expenses (list the affected line item name and number):

Operating funds:	FY08	FY09	FY10	FY11
Community Planning 01-12-6071	\$ 29,000	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
Total	\$ 29,000	\$ _____	\$ _____	\$ _____

Enterprise funds:	FY08	FY09	FY10	FY11
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
Total:	\$ _____	\$ _____	\$ _____	\$ _____

Capital funds:	FY08	FY09	FY10	FY11
Landscape Ordinance	\$ 10,500 (appropriate)	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
Total:	\$ 10,500	\$ _____	\$ _____	\$ _____

Are new positions required? Yes No

Position Title:	Position Type (full-time, part-time, temporary):	Approximate Cost:
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

List impacts on existing programs created by the proposed legislation:

None

Fiscal effects of not passing the legislation:

Highway corridor landscape ordinance may not be completed before ADOT's next phase of the Glenn Highway improvement project goes to bid. Landscaping to the City's standard would not be included in ADOT project cost estimates for the project bid. Therefore in the future, Palmer would need to purchase landscaping material to improve appearance of highway approaches into the City.