

ROSEVILLE
REQUEST FOR COUNCIL ACTION

Agenda Date: 11/7/2016

Agenda Item: 14.a

Department Approval



City Manager Approval



Item Description: Select a consulting firm to lead the 2040 Comprehensive Plan Update, authorize staff to negotiate a consulting services contract with the selected firm, and establish a Not To Exceed budget for Overall Services **(PROJ-0037)**

1 **BACKGROUND**

2 In June and July 2016, the City Council determined that the intent of the comprehensive plan
3 update was to meet Metropolitan Council's technical requirements for a 2040 Comprehensive
4 Plan, to review and recalibrate (if necessary) the community's goals, and to identify policies
5 and action steps toward reaching those goals. On July 25, 2016, the City Council approved a
6 draft Request for Proposal (RFP), which was issued on July 29. When the RFP expired at the
7 end of August, proposals had been submitted by seven consulting firms, and the City Council
8 interviewed two finalists on October 17, 2016. Community Development staff created online
9 and printed survey forms for interested residents and community members to complete after
10 reviewing the consultants' proposals and their presentations to the City Council. Two-thirds
11 of the survey responses showed a preference for Cuningham Group's proposal for a variety of
12 reasons, some of which were reflected in respondents' written comments; a report of the
13 survey results is included with this RCA as Exhibit A.

14 **COMMUNITY DEVELOPMENT DEPARTMENT COMMENTS**

15 WSB & Associates and Cuningham Group were selected as the finalists for City Council
16 consideration because their proposals clearly indicated their respective abilities to develop an
17 update to Roseville's comprehensive plan that satisfies Metropolitan Council technical
18 requirements and meaningfully improves upon the existing plan. Both firms will be able to
19 conduct a planning effort that actively and intentionally engages members of the community
20 who have been less represented in previous planning efforts. And both firms have
21 demonstrated a deep understanding of how this community fits into the regional context of
22 economic markets and social forces, allowing both firms to develop an updated
23 comprehensive plan that guides Roseville toward realizing community-specific ideals while
24 contributing to the strength of our region as a whole.

25 Beyond being comfortable with both finalist firms, Community Development staff feels that
26 Cuningham Group's creative approach to the format of final comprehensive plan
27 documentation sets them apart from the other proposals. Staff agrees that a thoughtful
28 complement of printed and electronic plan formats would engage more community members
29 by providing a greater variety of opportunities to become more familiar with the
30 comprehensive plan, in its entirety or in smaller sections that are relevant and timely to a

31 current aspect of their lives. As more people become more intimately familiar with the
32 comprehensive plan, the community's capacity to use the plan to achieve its goals seems
33 likely to grow. Moreover, as more people with a greater diversity of backgrounds experience
34 how the comprehensive plan is (or is not) useful in realizing Roseville's vision for the future,
35 there may well be a larger and more diverse group of people who are primed to engage in the
36 next comprehensive plan update.

37 Based on the funds available to pay a consultant to lead the 2040 Comprehensive Plan
38 Update process, staff suggests that a Not To Exceed (NTE) cost be set at \$175,000 for
39 updating the comprehensive plan, regardless of a consultant selected. Establishing a NTE
40 amount for such an update will allow for staff to define priority areas and an engagement
41 strategy that will work for the Roseville community at a comfortable price.

42 **REQUESTED ACTION**

43 **Select Cuningham Group or WSB & Associates as the consulting firm to lead the 2040**
44 **Comprehensive Plan Update, authorize staff to negotiate a consulting services contract**
45 **with the selected firm, and establish a Not To Exceed budget of \$175,000 for Overall**
46 **Services.**

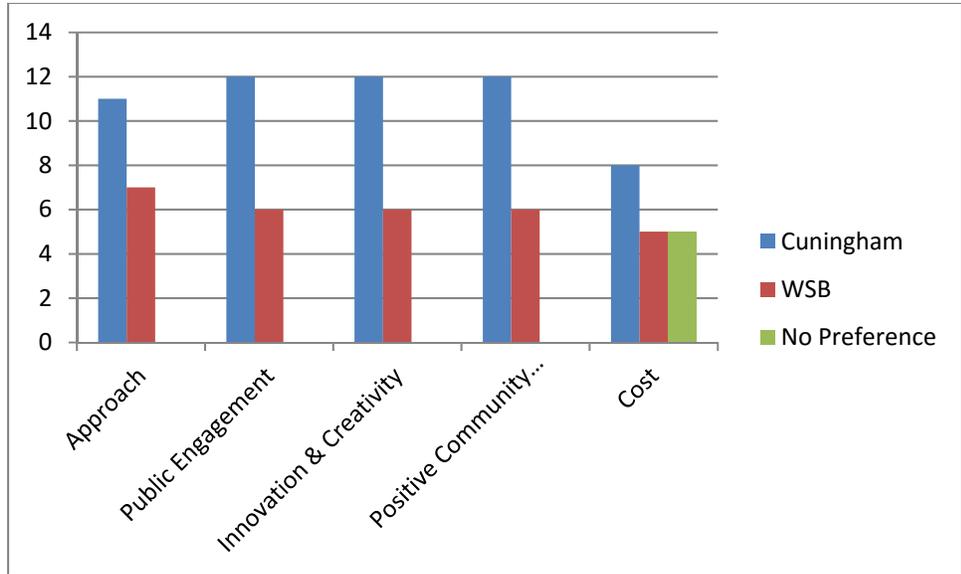
Exhibits: A: Survey summary

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Comp Plan Consultant Survey Results

The survey was available both in paper format and online. Of the 18 responses received, 5 respondents used the paper form and 13 used the online form.



In addition to responding to the 5 specific questions, 10 respondents also offered comments

Comments from those who preferred WSB

- The Council should ask how the consultants will address community health as a consideration since Roseville will face a significant increase in its aging and culturally diverse populations. Community health involves senior housing/assisted living, increase utilization of police/first responders, social isolation of seniors and minority residents, and mental health concerns of youths and adults. Studies have shown 80% of a person's health is influenced by their living conditions, sense of community, access to healthy food, and educational opportunities. See MN Department of Health - Healthy Minnesota 2020.

Comments from those who preferred Cuningham

- Public input for the sake of public input is not a sufficient goal in and of itself. I would encourage thoughtful consideration of the desired result from a public encounter and whether the stated method is the most appropriate, respectful of the 'target' and worth the time and expense for the result anticipated.
- Cuningham presented a more forward looking and more creative approach. They seemed to be more excited about the whole range of issues to be covered. Their materials they used for the presentation were much more literate, attractive and well presented. I preferred their approach to civic engagement, and they appeared to have many more ideas and creative approaches than WSB. They have worked on many more and many more similar cities than WSB. The training and background of the Cuningham team members was much stronger. I strongly prefer Cuningham team and their approaches based on the presentation presented to the Council.

RCA Exhibit A

- Cuningham seems more cosmopolitan in their approach and would be better able to merge Roseville planning into the larger urban landscape. I like WSB and appreciated their planning approach for our Parks, but in the end a lot of it got lost in the implementation. Which one we choose depends on what we want our identity to be. Cuningham seems more experienced in the big picture while WSB has more experience in working with what Roseville is as a city today. Neither plan will work unless we have buy-in from our own elected officials, Commissions and staff. I would like to participate in this process whichever group is ultimately chosen.
- We liked emphasis on public private development and holistic economic development. Place making crucial to develop tourism district. Night life needed -- this plan could offer solution down the road.
- Project Cost: More but value is also there.
- Cuningham seemed all encompassing while WSB just focused on residents - which seems short sighted as Arden Hills is developing city/community of the future. Minneapolis is well on its way and we can't just focus on homes.
- Plan touched on residents and businesses. How do we blend parks and rec with shops and restaurants? How do we connect Roseville with make it [*sic*] MSP and let other communities know what is going on in our community and take what's unique in others that might work in Roseville. I took 1.5 pages of notes on Cuningham and less than half on WSB
- Overall Cuningham had the most comprehensive proposal that includes connecting parks to shops & restaurants. Better for business & economic development.
- I attended the meeting last night and of the two I found the Cuningham proposal to be the most inclusive plan for high quality redevelopment, placemaking, urban design and creating places that are destinations. I like how they talked about connecting park-public spaces together with shops and dining by knitting all visions together and steering public private investments into the strategic plan. I felt, listening to the WSB plan, that it was mainly focused on residents which has long been the focus of city government. I feel it's time to break out of the mold and create a plan that blends business with residents as whatever enhances the city as a destination for economic development also enhances quality of life for residents. In regards to cost, while you always get what you pay for, you can probably negotiate contract areas with Cuningham. I just really liked how they incorporated not only Roseville but MSP and what is going on all over the metro - what can we learn from others and what do they need to know about us?