

## **Project Understanding**

The purpose of this study is to prepare a Comprehensive Plan for the City of Mesquite that incorporates the needs and desires of the community, City Council, Planning and Zoning Commission, steering committee, and City staff. The Plan will be specific to Mesquite, incorporating realistic recommendations and strategies. The Plan will document:

1. Existing conditions, previous plans, and community vision;
2. Plan recommendations addressing future land use, housing and neighborhoods, community character, public safety/health, policies and regulations, revitalization, and open space/landscape; and
3. Implementation strategies and action items for coordinated activities to achieve the vision of the Plan.

The following is intended to provide, in more detail, the elements and tasks that would be involved with this project.

### **Task 1: Input and Engagement**

#### **i. Project Kickoff Meeting and City Tour**

Prior to initiating work, we will conduct a project kickoff meeting to discuss our understanding of the project, the project schedule, scope, communication methods, as well as request/receive any additional data that will be required for the comprehensive plan. City staff should provide GIS files for the city, previous studies, current design standards, any updates to the land use ordinance (a data request memo will be submitted). Recommended attendees include City staff and others that will ultimately guide the process, findings and recommendations. We would also like to discuss the following items:

- Project vision, goals and objectives
- Priorities for transportation, housing and land use improvements, etc.
- Public involvement details and strategies
- Project expectations

Following the project kickoff meeting, we are requesting a staff-led tour of the City of Mesquite of key areas and sites that should be addressed in the comprehensive plan. The City will provide a meeting location and will notify attendees of the location and time for the meeting.

#### **ii. Community Events**

We anticipate three (3) community events during this process. One community event will be held at the beginning of the process to identify issues and opportunities and gather feedback on citizen's vision for Mesquite. A second community event will be held to brief the community on the progress of the plan and preliminary recommendations. The third, and final community event will be a celebration of the draft plan and provide an opportunity to hear the community's thoughts on the plan and recommendations. Community events will have a variety of interactive exercises and issue-based stations. In

addition to community events, other forms of input, such as booths at community festivals (i.e. Taste&Trade) and a presentation at Town Hall Tuesdays, may be incorporated and should be scheduled during the same timeframe the planning team is facilitating other outreach events in the community.

**iii. Stakeholder Meetings**

Stakeholders have a vested interest in communities, and their input and insight are critical in a planning process. The planning team will facilitate three (3) stakeholders meetings with Mesquite Independent School District, Eastfield College, Chamber of Commerce, and local Developers. Stakeholders will be engaged at the beginning, middle and end of the planning process.

**iv. City Staff Workshops**

Three (3) staff workshops will be facilitated by the planning team to engage City staff on various issues and opportunities in Mesquite relative to respective departments. Input regarding processes and policies that affect the growth and development of the city should be shared. Department heads and/or representatives are encouraged to attend to provide input for the comprehensive plan. After the initial staff workshop, a smaller working group will meet twice to discuss proposed recommendations, implementation plan and the draft document.

**v. City Council and Planning and Zoning (P&Z) Engagement, Updates and Adoption**

It is important for City leadership to be engaged and informed during the planning process. The plan will ultimately develop recommendations that will inform policies City Council and P&Z will interact with in the future. Therefore, the planning team will receive input from and give updates to these governmental groups. There will be four (4) joint sessions during the planning process with City Council and P&Z. An initial kickoff and input meeting, two progress meetings, and final wrap-up meeting to share draft plan to receive any final comments prior to adoption meetings. At the end of the project, the planning team will attend and present the final comprehensive plan at two (2) adoption meetings for P&Z and City Council.

**vi. “Meetings 2 Go”**

The planning team will develop a “Meeting 2 Go” that allows city staff, local organizations and civic groups to facilitate and provide comprehensive plan input at their regularly scheduled meetings. This will help to reach segments of the community that may not be able to participate in the larger community events. The “Meeting 2 Go” is a toolkit with instructions and activities that can be conducted by members of the community without consultant participation.

**vii. Community Survey and MetroQuest Interactive Engagement**

The planning team will develop a community survey with the assistance of the client. The community survey will also be translated in Spanish by the Communications Department. MetroQuest is a non-traditional online survey tool that uses interactive visual screens,

accessible through the web and mobile devices. It combines education and data collection, allowing for a unique user experience. This tool can be used for priority ranking, budget allocations, tradeoffs and map markers just to name a few features. Data can be easily analyzed and quantified, helping to support the comprehensive plan's recommendations. The planning team will utilize MetroQuest to acquire specific input to develop detailed recommendations.

### **viii. Project Website and Branding**

A project website will be launched at the beginning of the project to keep the community informed about the planning process, upcoming meetings and provide feedback. The City's Communication Department will be responsible for the creation of the project website, and the planning team will assist in providing necessary content for the project website and other comprehensive plan communications throughout the process. A branding logo for the comprehensive plan will be developed with input from City. The logo will be used on all communications and materials to encourage excitement over the plan and future planning implementation.

#### **Task 1 Deliverables:**

- Facilitate and develop materials for project kickoff meeting, and attend staff-led city tour (1)
- Facilitate and develop materials for three (3) community events
- Facilitate and develop materials for three (3) stakeholders
- Facilitate and develop materials for three (3) City staff workshops
- Facilitate four (4) joint sessions with City Council and P&Z
- Attend and present at P&Z and City Council Comprehensive Plan Adoption (2)
- Create "Meetings 2 Go" materials
- Assist and provide content for the project website
- Develop community and MetroQuest surveys with input from the client
- Create and assist in the development of the Comprehensive Plan branding logo

#### **Task 2: Community Snapshot**

i. **Baseline Analysis:** The Baseline Analysis is intended to provide background information about the City of Mesquite. This is vital to the planning process because without the knowledge of where the City is today, assessing what it can be in the future becomes increasingly difficult. The components that are included within the *Baseline Analysis* will allow everyone involved in the planning process, including the Consultant, City officials, and citizens, to have a clear understanding of the City and its existing social, economic, land use, and neighborhood characteristics. Historic trends, population growth and demographic profile will involve the following:

1. Freese and Nichols, Inc. (FNI) will study a historic timeline of Mesquite, including major events impacting physical development of the community.
2. Historical population and related growth trends will be analyzed.

3. Demographic profile will consist of age, gender, ethnicity, income, and household type.

The planning team will explain patterns and impacts of demographic information collected. The population projections utilized within the Future Land Use Plan and the other components of the Comprehensive Plan will be derived from this information.

- ii. **Existing Land Use Analysis:** The relationship of existing and future land uses will shape the character and quality of life of the community for many years. To assess the City's future land use needs, an analysis of past land use trends and present land use patterns are of primary importance. The following are the specific elements to be documented to describe land use characteristics. Assessment of the land use characteristics will be undertaken once data gathering have been completed. The existing land use inventories (conducted using a base map of the City provided by Mesquite, the county, or similar entity) will include:
  1. Analysis of types of land use (color-coded by category) quantified by acres;
  2. Discussion of existing development patterns;
  3. Discussion of existing land use relationships, both positive and negative.
- iii. **Planning Context:** An understanding of the planning context will help to set the framework for which general planning decisions can be made. The following are elements to be documented to establish the planning context:
  1. Evaluate existing planning documents;
  2. Review past and ongoing planning efforts conducted by the City;
  3. Evaluate regional initiatives; and
  4. Coordinate with ongoing updates to other plans.

**Task 2 Deliverables:**

- The Baseline Analysis will be a compilation of written information, supported with charts and tables, explaining the importance, patterns, and meaning of the facts as they relate to Mesquite and the Comprehensive Plan
- Demographic snapshot on age, race, ethnicity, education and income
- Existing land use analysis
- Physical features assessment, including topography, floodplains, developed/undeveloped land, natural features, sensitive environmental areas and other physical implications that impact growth and development
- Planning context that addresses external issues, influences and past planning efforts which all impact the comprehensive planning efforts

### **Task 3: Community Visioning**

- i. **Community Vision:** Based on an assessment of the existing goals and objectives of Mesquite, an understanding of existing community constraints and a summary of public input and feedback, the community’s vision will be developed. As part of the process, Community Character Surveys (CCS) will be utilized with the public and elected/appointed officials to assist in defining character and design considerations for remaining growth areas and areas identified for revitalization.
- ii. **Guiding Principles:** The foundation of the comprehensive plan is defined through the guiding principles. The plan recommendations and implementation are built upon the comprehensive plan’s guiding principles, which helps to accomplish the community’s vision. The planning team will develop guiding principles based on analysis, community input and feedback received at the beginning of the process.

#### **Task 3 Deliverables:**

- Summary of public Input
- Community Character Survey (CCS) results defining land use directives and character guidelines (input will be gathered through polling exercises or MetroQuest)
- Development of guiding principles to guide recommendation formation

### **Task 4: Future Land Use and “Missing Places”**

- i. **Future Land Use Plan:** The Future Land Use Plan is a policy document which is intended to guide City staff and officials as they make decision on where, when and how the City should grow and redevelop. The development of a future land use plan will ensure a cohesive and unified vision for Mesquite is presented to developers and property owners as future development and redevelopment occurs within the community. The planning team will develop a future land use plan that will consider existing land use information, current zoning regulations, economic development strategies, past development patterns, infill and redevelopment opportunities, and integrate them into a graphic depiction of the community’s future.
- ii. **Future Land Use Types and Projections:** A key component of the Future Land Use Plan is the definition and discussion of future land use types, including any new land use types that may be applicable within the City. Discussions of the types of land uses will include associated character guidelines and preferred locations. Land use projections, based upon projected growth scenario, will be calculated. Land use projections will depict the acreage by land use type as reflected within the Future Land Use Plan Map.

- iii. **Population Projections:** The planning team will develop a new projected growth rate for the City based upon historical growth patterns and future growth considerations. The combination of the ultimate capacity and population projections will help guide decisions pertaining to infrastructure, parks, public facilities and other Capital Improvement Program items.
- iv. **Future Land Use Plan Map:** The Future Land Use Plan will depict color-coded land uses within the City’s planning area. The plan will consider the following:
1. Location of future residential, non-residential, open space and public land uses;
  2. Location of environmentally sensitive areas or barriers that should be considered when making future development decisions; and
  3. Location of future land uses along major transportation corridors.
- v. **Open Space and Landscape Opportunities:** The Future Land Use Plan will help identify open space areas that may be used for parks or other community amenities. Identification of these areas will be included in the future land use map.

**Task 4 Deliverables:**

- Future Land Use Plan and land use categories
- Identification of “Missing Places”, remaining developable areas and land uses/character guidelines for each location
- Identification of redevelopment and transition areas
- Identification of planning trends that are applicable and suitable for Mesquite
- Updated population projections
- Open space and landscape opportunities

**Task 5: Housing and Neighborhoods**

- i. **Neighborhood Assessment:** As a first-tier suburb, neighborhood strategies are primarily oriented towards stabilization and preservation. The neighborhood component will include a visual assessment of individual neighborhood areas within Mesquite. The assessment will provide the strengths, weaknesses, challenges and opportunities of each neighborhood. A variety of neighborhood programs will be explored, and an action matrix will align each neighborhood with appropriate strategies, allowing the City to utilize its neighborhood resources more efficiently and effectively.

**Task 5 Deliverables:**

- Neighborhood assessment identifying the boundaries, characteristics, assets, walkability, issues, challenges and opportunities of each neighborhood
- A list of neighborhood strategies and incentives that are appropriate for Mesquite
- A matrix that links neighborhoods to applicable strategies allowing the City to effectively use neighborhood resources

## **Task 6: Mobility and Circulation**

- i. **Transportation Assessment:** The Thoroughfare Plan will be updated at another time; however, the system will be assessed based on potential land use changes to identify areas where amendments to the existing network may be necessary. A primary focus of the transportation component will be the identification of corridors and facilities where multi-modal extensions, such as bike, pedestrian and transit facilities, may be incorporated.

### **Task 6 Deliverables:**

- Coordination with regional and state plans and/or entities on planned and proposed improvements to the transportation network (roads, trails, and transit)
- Develop suggested recommendations for future development of the thoroughfare plan based on land use projections
- Identification of appropriate multi-modal facilities, such as bike, pedestrian and transit enhancements, and how elements can be incorporated in Mesquite

## **Task 7: Community Design and Character**

- i. **Design Character:** Community character refers to the many tangible and intangible characteristics of Mesquite that contribute to the City's quality of life. This task is intended define and create recommendations that the City of Mesquite should consider maintaining and improve the quality of life for its residents. Input gathered from the Community Character Survey, the CPAC and public input will be used as the basis for identifying and defining elements and amenities desired by residents for Mesquite.

### **Task 7 Deliverables:**

- Form and character guidelines for various areas of Mesquite
- Recommendations pertaining to building and site design
- List of items from current development regulations that may require updating
- Community branding and identity recommendations

## **Task 8: Public Safety and Health**

- i. **Public Safety and Health Assessment:** The planning team will develop a general assessment of Mesquite's public safety and health, by identify barriers and constraints in the community. Historical trends related to public safety will be reviewed to help develop recommendations. Access to parks and other amenities will help with the identification of recommendations related to the community's health.

### **Task 8 Deliverables:**

- Plan recommendations derived from assessments of the community's public safety and health

## Task 9: Report and Implementation

- i. **Implementation Plan:** The Implementation Plan will be structured into a coordinated action program so that City leaders, staff, and other decision-makers can easily identify the steps that are necessary to achieve the vision for the City that is described within the Comprehensive Plan. The Implementation Plan will outline priorities primarily by:
  1. Reviewing the various policies and related recommendations from each Plan element;
  2. Dividing the policies and related recommendations into applicable implementation techniques/actions – an overall Action Plan – such as regulatory actions (e.g., possible zoning or subdivision ordinance updates), programs, and intergovernmental partnerships; and
  3. Prioritizing the implementation techniques/actions into appropriate timeframes.
  
- ii. **Draft Report:** FNI will prepare two (2) draft Comprehensive Reports for review, that will document the planning process and Tasks 1-8. It will present a clear narrative with accompanying graphics and figures, as necessary, to describe the intentions of the community. The draft will be provided to the City, CPAC and other parties the City wishes to include for review and comments. The planning team will incorporate comments and proceed to prepare implementation items.
  
- iii. **Final Report and Deliverables:** This document will be created in digital format, including both text and mapping, such that it will be easily reproducible. It will have the ability to be integrated into Mesquite's website, if desired. Integration of document maps or files to the City's website will be conducted by the City. Electronic files of the final Comprehensive Plan will be provided to the City. All document text will be produced in InDesign and Adobe Acrobat PDF format.
  
- iv. **Plan Mapping:** Project mapping is vital to both dissemination of information at meetings as well as to the Comprehensive Plan document. All mapping created by the consultant will be prepared using ESRI's ArcGIS software. It is assumed that the City will provide all necessary base mapping data in compatible electronic format to generate necessary mapping.

### Task 9 Deliverables:

- The Implementation Plan will represent the initial action plan to take Plan policies and related recommendations from vision to reality and will include practical and specific steps for implementing the Comprehensive Plan. Actions will be organized by responsible party, timeframe and priority, and will include performance measures.
- Draft report for review (2)
- Final report and other plan deliverables
- The results of the Comprehensive Plan documentation will be: Ten (10) color copies of the final Comprehensive Plan, and two (2) CDs/flash drives with digital files of the final Comprehensive Plan, including mapping data, photos, presentations, and any other material utilized during the planning process.

**Project Meetings:** The planning team will facilitate or assist with meetings throughout the course of the project. These meetings will utilize various techniques, as well as traditional meeting formats, in gathering vision data and input. The following is a summary of meetings to be conducted throughout the planning process:

1. **Project Kickoff Meeting and City Tour:** The planning team will facilitate a project kickoff meeting with City staff to discuss project details and other critical information to the planning process. Following this meeting, the consultant team will participate in a staff-led city tour of key areas and sites within Mesquite. **(1 meeting and city tour)**
2. **Community Events:** In addition to meeting with the CPAC, FNI will facilitate three (3) informative, interactive, and feedback-style public meetings during the project (see Task 1, Input and Engagement). **(3 meetings)**
3. **Stakeholder Meetings:** The planning team will facilitate up to three (3) Stakeholder meetings, to be identified by the client, to help reach a broader group of individuals and organizations that have a vested interest in the city (see Task 1, Input and Engagement). **(3 meetings)**
4. **City Staff Workshops:** Three (3) staff workshops will be facilitated by the planning team to engage City staff on various issues and opportunities in Mesquite relative to respective departments. Two of these staff meetings will be conducted with a smaller working group to discuss proposed recommendations, implementation plan and draft document (see Task 1, Input and Engagement). **(3 meetings)**
5. **Planning and Zoning and City Council Engagement, Updates and Adoption:** There will be four (4) joint sessions during the planning process with City Council and P&Z. An initial kickoff and input meeting, two progress meetings, and final wrap-up meeting to share the draft plan and receive any final comments prior to adoption meetings. The planning team will also attend a total of two (2) adoption meetings of the Comprehensive Plan. One for Planning and Zoning and one for City Council. **(6 meetings)**
6. **Additional Meetings:** This scope allows for two additional meetings to be scheduled any time during the planning process. The meeting type is at the discretion of the client. **(2 meetings)**

**Schedule:** It is anticipated that the scope of services, as identified above, will be completed within 15 - 18 months from notice to proceed depending on availability of stakeholders involved.

**Compensation:** Freese and Nichols agrees to perform the professional services outlined in the Scope of Services for a lump sum fee of **\$222,500**.