To: Council Members

From: Staff

Date: October 21, 2011 Council Meeting

Subject: Interagency Agreement with South Florida Regional Transportation Authority - Broward Boulevard Gateway Master Plan

Introduction

Council has been requested to enter into an interagency agreement with the South Florida Regional Transportation Authority (SFRTA) to assist with the development of a transportation/land use master plan for the Broward Boulevard Gateway Master Plan. The work would be coordinated with the Broward Metropolitan Planning Organization (BMPO), Florida Department of Transportation (FDOT), and City of Fort Lauderdale as well as the South Florida Regional Planning Council (SFRPC) and other agencies.

Background

For more than a decade, there have been various transportation plans and studies to address transportation and improve mobility in downtown Fort Lauderdale. In the most recent BMPO Long-Range Transportation Plan, Broward Boulevard was identified as a “gateway corridor” from I-95 into downtown Fort Lauderdale, and the core downtown area surrounding the FEC rail corridor has been identified as a “gateway hub.” To more fully develop these concepts, an interagency working group, comprised of the MPO, SFRTA, FDOT, and City of Fort Lauderdale, has been formed to evaluate on-going transportation and land use plans in the area. The working group has determined a comprehensive transportation/land use planning effort is necessary to assemble the plans and concepts into a master plan for the corridor.

Council has been requested to lead this planning effort with an anticipated fee of $280,000. An interagency agreement will be considered for approval by the SFRTA Board at its October 28, 2011 meeting. The SFRTA and partner agencies have requested the work commence as quickly as possible. Because Council will not meet again until December, this item requests authorization for the Executive Director, in consultation with Council’s attorney, to execute an agreement to enable the project to move forward per the SFRTA’s request.
Recommendation

Council should authorize the Executive Director, in consultation with Council’s Attorney, to execute a final contract agreement on behalf of Council.

Attachment
SCOPE OF SERVICES

BROWARD BOULEVARD GATEWAY MASTER PLAN

BACKGROUND AND PURPOSE

The South Florida Regional Transportation Authority (SFRTA), in conjunction with the Broward Metropolitan Planning Organization (MPO), the City of Fort Lauderdale (City), Florida Department of Transportation District 4 (FDOT), and the South Florida Regional Planning Council (SFRPC) endeavor to define a “Gateway” concept for Broward Boulevard. This concept shall consider aesthetic and streetscaping elements; shall coordinate existing and previous planning and engineering studies; shall analyze redevelopment opportunities along the corridor; shall assess existing land use and land development regulations that are applicable; shall create a market overview to better understand market conditions in the area; and shall provide recommendations to improve mobility, transit functions, transit stations, and enhance the pedestrian experience and safety. The creation of this plan shall also include significant and meaningful public participation throughout the process.

The SFRTA and the MPO have requested Treasure Coast Regional Planning Council (TCRPC) to prepare a scope of services to develop the Broward Boulevard Gateway Master Plan. The Gateway Master Plan is one of three projects being considered for the area:

1. The Downtown Fort Lauderdale Walkability Analysis
2. The Broward Boulevard Gateway Master Plan
3. The Downtown Mobility Hub Project

The Downtown Fort Lauderdale Walkability Analysis (Walkability Analysis) shall be conducted as part of the scope of the Broward Boulevard Gateway Master Plan (Master Plan). The Downtown Mobility Hub Project (Hub Project) shall be developed by other SFRTA/MPO consultants at a later date; however, the consultant teams will be in close coordination through the development of all three efforts. The Master Plan process will strive to include as many members of the Hub Project consultant team possible and the SFRPC in the interest of collaboration and project continuity, and to support the work of the Southeast Florida Regional Partnership.
I. SCOPE OF SERVICES

The following scope of services represents TCRPC’s understanding of the key tasks and project elements for the Master Plan. All of the following shall be part of TCRPC scope and included within the proposed fixed-fee amount.

A. Study Area

The Master Plan study area shall extend from NE 8th Avenue to the east; NE 4th Street to the north; NW 27th Avenue to the west; and shall include all adjacent commercial properties south of Broward Boulevard from NW 27th Avenue to NE 8th Avenue. This study area is approximately 650 acres in size and nearly 2.7 miles in length. As necessary, the study area may be expanded to include important destinations or development opportunities that lay outside of the defined area. The adjacent neighborhoods (including but not limited to Riverland, Riverside Park, Dorsey-Riverbend, and Sailboat Park) shall be fully informed and engaged throughout the development of the Master Plan.

B. Due Diligence

TCRPC shall work closely with all agencies and the City to assemble the pertinent existing and previous planning, engineering, streetscape, redevelopment, and transit plans that impact Broward Boulevard. An initial list of these plans and studies includes (but is not limited to):

- Broward Boulevard Bus Livability Study
- Broward Boulevard Corridor Transit Study
- Central Broward East/West Transit Study
- Broward County ARRA Grant projects

In addition to assembling information on plans, projects, and studies, TCRPC will work with the City and agencies to identify neighborhood and community leaders; neighborhood associations and special districts; business leaders; and any other information necessary to develop a complete understanding of the corridor and the adjacent communities.

C. Walkability Analysis

In conjunction with Speck and Associates, TCRPC will oversee the Downtown Fort Lauderdale Walkability Analysis. This analysis shall include:

- **Kick-off Meeting** with client team to determine goals for the effort.
- **Additional Meetings** (up to 5) with identified entities for fact-finding purposes.
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Subject to Modifications

- **Determination of Study Area** based upon boundaries of existing downtown walkable core and identification of significant anchor properties.
- **Analysis of Street Network** for its contribution to walkability and to determine possibilities for modification.
- **Analysis of Individual Thoroughfares** within that network for their contribution to walkability and to determine possibilities for modification.
- **Street Frontage Analysis** to rank the quality of street-side properties in regard to walkability.
- **Urban Triage Analysis** to determine, based upon the above findings, where to locate the principal Network of Walkability.
- **Recommended Changes to the Street Network**, if any, to reinforce the Network of Walkability.
- **Recommended Changes to Individual Thoroughfares** to reinforce the Network of Walkability.
- **Recommended Interventions on Public and Private Properties** to reinforce the Network of Walkability.
- **Specific Additional Recommendations** as deemed necessary.
- **Presentation to Client Team** to collect suggestions for refinement.
- **Refinement of Proposals** in response to client input.
- **Presentation to Public** if deemed appropriate.
- **Written Presentation of Key Findings** in a report formatted in Microsoft Word.

It is expected that this work shall precede and serve as a key component for the major planning efforts for the Master Plan. The Walkability Analysis is expected to be complete within eight to ten weeks from commencing.

D. Public Outreach

Meaningful and consistent public outreach is a vital component of this proposal. Without public participation, dialogue, and input, the Master Plan efforts cannot be fully successful. In addition to the standard public meetings and informational workshops associated with similar planning efforts, TCRPC proposes to include the public in the design process. By soliciting active participation through a design workshop, and by providing access to the design team throughout the week, ideas from the public are tested and developed. This access to “the studio” enables the design team and the public an opportunity to converse and educate one another. The Process section of this proposal provides further detail into this project component.

In addition to the team of experts assembled to develop the Master Plan, TCRPC will include a Disadvantaged Business Enterprise firm to assist in public outreach especially in the minority communities. Addressing “environmental justice” issues is essential to understanding the needs of and impediments to the citizens living near, and traveling on, Broward Boulevard.
E. Market Overview

An economic market overview will be conducted to fully understand the existing and future market conditions within the study area. This analysis will include the following or comparable services:

- Market Analysis and Cluster Conditions
- Demand and Supply Conditions
- Market Conclusions
- Economic Development Strategy
- Funding Analysis
- Economic and Physical Planning Linkage

These services combined will equip the design team to make informed planning and (re)development decisions as they pertain to market absorption and market creation. The economic market overview services will both precede (market conditions and conclusions) and run concurrent (economic development strategy) with the development of the Broward Boulevard Gateway Master Plan. The bulk of this work is expected to be completed approximately 60 days after commencing.

F. Transportation Analysis

TCRPC will retain transportation planning and engineering expertise on the design team with experience in Broward County and particularly Broward Boulevard. Together with the design team, the transportation planner(s) and engineer(s) will:

- Prepare a Broward Boulevard Transportation Analysis (analyze and make recommendations regarding transit function, potential station/stop locations, pedestrian enhancements, and multi-modal mobility enhancements)
- Transportation Due Diligence and Support (Typical ROW widths, utility identification, etc)
- Streetscape Planning and Phasing Assistance
  The transportation elements of the Master Plan shall be fully integrated into the design and inform all planning, design, and phasing recommendations. This expertise is expected to be retained to some degree throughout the entire Master Plan process.

G. Gateway Master Plan

The Broward Boulevard Gateway Master Plan will be the vehicle that unifies all of the support data and analysis related to the project. The Master Plan will:

- Define a long-term vision for Broward Boulevard as a gateway to Fort Lauderdale
- Recommend treatments to the I-95 entrance to downtown
Subject to Modifications

- Make specific recommendations to enhance multi-modal mobility throughout the study area
- Make recommendations to the local Land Use plan and Land Development Regulations to support the future vision of the corridor
- Recommend updates to Board of County Commissioners approved Arts in Public Places treatments (in coordination with Mary Becht and Broward County Transit)
- Consider redevelopment opportunities along the corridor

Process

To achieve the objectives outlined above, TCRPC proposes to organize and conduct a public design workshop that will be held in the study area with a 10-12 member team to develop the Gateway Master Plan. The team shall consist of architects, planners, engineers, an economist, and other professionals as deemed necessary. The following is a detailed breakdown of the public design workshop process:

Pre-Workshop

In the earlier logistical stages of the process, a project Steering Committee will be established. It is important to note that the Steering Committee, as envisioned for this process, is primarily a logistics team with four key functions:

1. Help organize the event (identify venues, food vendors/caterers, etc);
2. Develop an understanding of the purpose and process of the workshop;
3. Most importantly, assist with community outreach (input on advertising, engendering interest in the workshop with their community and constituents)
4. Review the Gateway Master Plan reports and documents (provide input and confirm their support of what is reported).

Key contacts for each agency and the City will assist the team in identifying up to 10 Steering Committee members. The pre-workshop period will be structured as follows:

1. Establish Steering Committee members and begin weekly meetings 6 weeks prior to the public design workshop;
2. Conduct an initial meeting to set ground rules, explain purpose and expectations of the committee and process;
3. Develop advertising and flyers and determine best distribution techniques;
4. Review all appropriate outreach modes (radio, television, email, cctv, posters and placards, etc.);
5. Determine venue and food vendors/caterers;
6. Establish individual outreach responsibilities (neighborhood associations, community associations, etc.);
7. Review audio-visual requirements;
8. Assist in assembling the list of pre-workshop interviewees;
9. Steering Committee members are expected to attend the public design workshop if possible;
10. TCRPC staff will conduct detailed reconnaissance of the study area.

Typically, the final Steering Committee meeting is held 3-4 days prior to the public design workshop in order to finalize any outstanding details. TCRPC staff will work diligently to ensure that each Steering Committee meeting is no longer than an hour and that agendas and minutes (if desired) are provided.

In the final week(s) leading up to the public design workshop, TCRPC will conduct a series (up to 60) of one-on-one half-hour interviews with community leaders, elected officials, agency and city staff, Steering Committee members, and any other individuals deemed necessary to the process. TCRPC will rely upon the Steering Committee members, agencies and city staff to provide names and contact information for the interviewees. The interviews will take place in a small conference room provided by the city or agencies for a three-to-five day duration. The interviews will be private and should provide the team with a more critical understanding of the issues and concerns in the area.

Public Design Workshop

The public design workshop will be held on a Saturday morning in an easy-to-find, well-known location suitable for group gatherings and power point presentations. TCRPC staff will work closely with the agencies, the City, and the Steering Committee to best estimate projected attendance at the workshop in order to provide enough space and refreshments. The workshop space will be organized around 6-10 banquet tables (8-10 people each) with ample space for ease of movement around the tables. TCRPC will provide a team of architects and urban designers (10-12) who will serve as facilitators at each table. Their role will be to assist the participants in recording their ideas on paper. The workshop and presentations will be videoed and photographed. The agenda for the Saturday workshop is as follows:

1. Greetings and opening presentation
   a. TCRPC staff to deliver a power point presentation on the workshop purpose, initial reconnaissance findings, and expectations of the day
   b. Coffee, water, and refreshments to be provided.

2. Table sessions:
   a. After the opening presentation each table of participants will be asked to develop a map/drawing/list of their ideas and desires as it relates to the workshop program.
   b. Each table participant will sign their name to the document, and one member from the table (not a facilitator) will be selected by the group to present their ideas after lunch.
c. The TCRPC design team will work with each table to discuss and articulate their issues. The design team will have been briefed on the area/regional findings beforehand.

d. Table sessions will last for 2-3 hours, until lunch is provided.

3. Lunch
   a. Lunch and beverages will be provided to the workshop location.
   b. Typically teams will work through lunch if necessary.

4. Table Presentations
   a. Each table will be asked to pin-up and present their ideas to the rest of the group via their selected presenter.
   b. All workshop participants will be asked to listen to each table presentation and provide comments and questions after each presentation.
   c. The table presentations are a very valuable tool in getting community members to see consensus in seemingly disparate ideas.

5. Wrap-up
   a. After the table presentations and all questions have been addressed, TCRPC staff will conclude by outlining the next steps for the process.
   b. During the public design workshop conclusion, TCRPC staff will give clear instructions for the location of the public design studio and invite all to visit the studio.

Public Design Studio

The public design studio is a workspace within the study area where the team will develop the ideas and issues discussed during the public design workshop. The team will work in the studio from Sunday until Friday evening when the Work-in-Progress presentation will be delivered. The studio will be open to the public from 10:00 am until usually 10:00 pm (with a break for lunch). This open studio environment is a critical component of the public outreach process for developing the Broward Boulevard Gateway Master Plan. Individuals who may have missed the Saturday, or who have more to discuss, can come to the studio at their leisure. Experience has shown that providing this working environment is greatly appreciated by the public who attend. Often community issues or concerns are revealed and addressed in the studio working with the citizens.

Work-in-Progress Presentation

On the Friday at the end of the public studio week, the team will provide a Work-in-Progress presentation. This presentation will identify the issues raised the previous Saturday and during the week and chronicle how those issues were addressed. This will be the first comprehensive look at the developing Gateway Master Plan. The presentation will be open to the public; there will be time for questions and answers; and it will be centrally located (possibly at City Hall).
H. Master Plan Deliverables/Implementation

Ten to twelve weeks after the Work-in-Progress presentation, TCRPC will deliver the first draft of the Gateway Master Plan. This document will be well-illustrated and fully describe the master plan process, the public input, and involvement, and it will highlight all recommendations in detail using illustrations, diagrams and text. All data and analysis developed during the process (including but not limited to the Market Overview, Walkability Analysis, public design plans, engineering analysis, etc.) will be incorporated into the document. All of the various “special projects” identified during the process will be addressed and prioritized in the Implementation section of the report. The Implementation chapter will identify and prioritize (by time and necessity) the necessary steps to bring the Gateway Master Plan to fruition.

The first draft of the Gateway Master Plan document will be delivered, in hard copy format (up to 10 copies total), to the agencies, the City, and the Steering Committee for their review. There will be 3-5 weeks allowed for review of the document and submittal of revisions to TCRPC. Once the final revisions are incorporated, TCRPC will deliver the final Gateway Master Plan document in hard copy (up to 10 copies) and in digital pdf format. Additional hard copies will be made available for the cost of reproduction and administrative time.

I. Presentations/Meetings

TCRPC will attend as many staff-level meetings as necessary to ensure the Gateway Master Plan is a successful endeavor. There will be a minimum of five Steering Committee meetings (pre and post workshop); however, there will not be a need for more than eight. TCRPC will provide up to five neighborhood/community presentations (in addition to the public design workshop process outlined above). TCRPC and the design team will be available to make presentations to the Broward MPO Board, the City of Fort Lauderdale City Commission, and the South Florida Regional Transportation Authority Board upon request.

II. SCHEDULE

The following is an estimated schedule for the Gateway Master Plan process:

**OCTOBER/NOVEMBER 2011**
(finalize and execute Gateway Master Plan agreement between TCRPC and SFRTA)

**NOVEMBER/DECEMBER 2011**
(commence and complete Walkability Analysis and Market Overview)
JANUARY 2012
(Identify Steering Committee members, begin Steering Committee meetings, work on logistics of public design workshop and studio space)

FEBRUARY 2012
(Conduct pre-workshop interviews)

FEBRUARY/MARCH 2012
(hold public design workshop and on-site studio week)

MAY/JUNE 2012
(Deliver first draft of Gateway Master Plan document for review)

JULY/AUGUST 2012
(Finalize Gateway Master Plan document and present for adoption at City and agencies)

III. FEE AND LIMITATIONS

TCRPC will organize and conduct the public outreach and design workshop and develop the project documents, as described above, for a fixed fee of $280,000 (Two Hundred Eighty Thousand Dollars).

This Fee Includes:

1. All postage, printing, and reproduction related to the project;
2. All designer fees and accommodations;
3. All travel expenses;
4. All requisite meetings and presentations;
5. Flyer and/or poster (11x17) printing costs (up to 500);
6. The Walkability Analysis (conducted by Speck and Associates);
7. The Market Overview; and
8. All other tasks outlined above

This Fee Does Not Include:

1. Costs for lunches and refreshments during the public workshops (staff will work to minimize costs);
2. Venue and/or equipment rental (staff will work to eliminate or minimize costs);
3. Advertising costs (mailings, television, radio, etc);
4. Any reproductions (reports, flyers, posters) beyond the quantities identified in this proposal. Any additional reproductions will be provided upon request at cost to TCRPC.
Fee Schedule

TCRPC will require payment for services as follows:

- 10% ($28,000) at signing of this proposal;
- 20% ($56,000) at the completion of the Walkability Analysis;
- 50% ($140,000) at the completion of the public design workshop and Work-in-Progress presentation;
- 10% ($28,000) upon submittal of Draft Project Report; and
- 10% ($28,000) upon submittal of Final Project Report

Total: $280,000

Termination Policy

The agreement may be terminated with thirty days written notice by either party.

Read and approved on this _____ day of _______________, 2011, by

______________________________  ______________________________
Michael J. Busha, AICP    Joseph Guilietti
As Its Executive Director    Executive Director
Treasure Coast Regional Planning Council    South Florida Regional Transportation Authority