

A PROPOSAL FOR THE

Comprehensive Plan Revision for the City of Alexandria





January 31, 2018

Michael J. Weber
Community Development Director
City of Alexandria
704 Broadway
Alexandria, MN 56308

RE: A Proposal for the Comprehensive Plan Revision for the City of Alexandria

Dear Michael,

On behalf of the WSB team, we are pleased to submit the enclosed proposal to update Alexandria's Comprehensive Plan. In your review of this proposal, you will find that our team is different from our competition in the following ways:

- 1) Our team can offer expertise and best practices from over 40 different planning processes in the past five years. We have developed comprehensive and small area plans across the state, from Arden Hills to Zumbrota. We have a variety of experience with communities of varying size and project scope of all sizes and are confident we can work with you to customize our approach to suit your needs.
- 2) We use technology to connect and engage with you and your community. We offer MyLink, a client portal, for every project. This web page allows you to access project information and invoices as well as easily share information for packets and presentations. Also, we propose to use StoryMap, an ESRI tool, to convey the final document in an easy-to-read format for the public. Finally, we use Social Pinpoint, an online engagement tool, to connect with people otherwise not engaged in the comprehensive plan process.
- 3) We develop realistic, implementable plans. Our plans include a detailed implementation matrix which enumerates every action and associated timeline, people responsible, and possible funding sources. Furthermore, we stay connected with communities after we develop their plans and assist them in obtaining grants for implementing their plans.

We look forward to meeting you in person. Please contact me with any questions you may have about the enclosed proposal.

Sincerely,

WSB & Associates, Inc.

A handwritten signature in black ink that reads "Breanne Rothstein". The signature is written in a cursive, flowing style.

Breanne Rothstein, AICP
Project Manager
(763) 231-4863

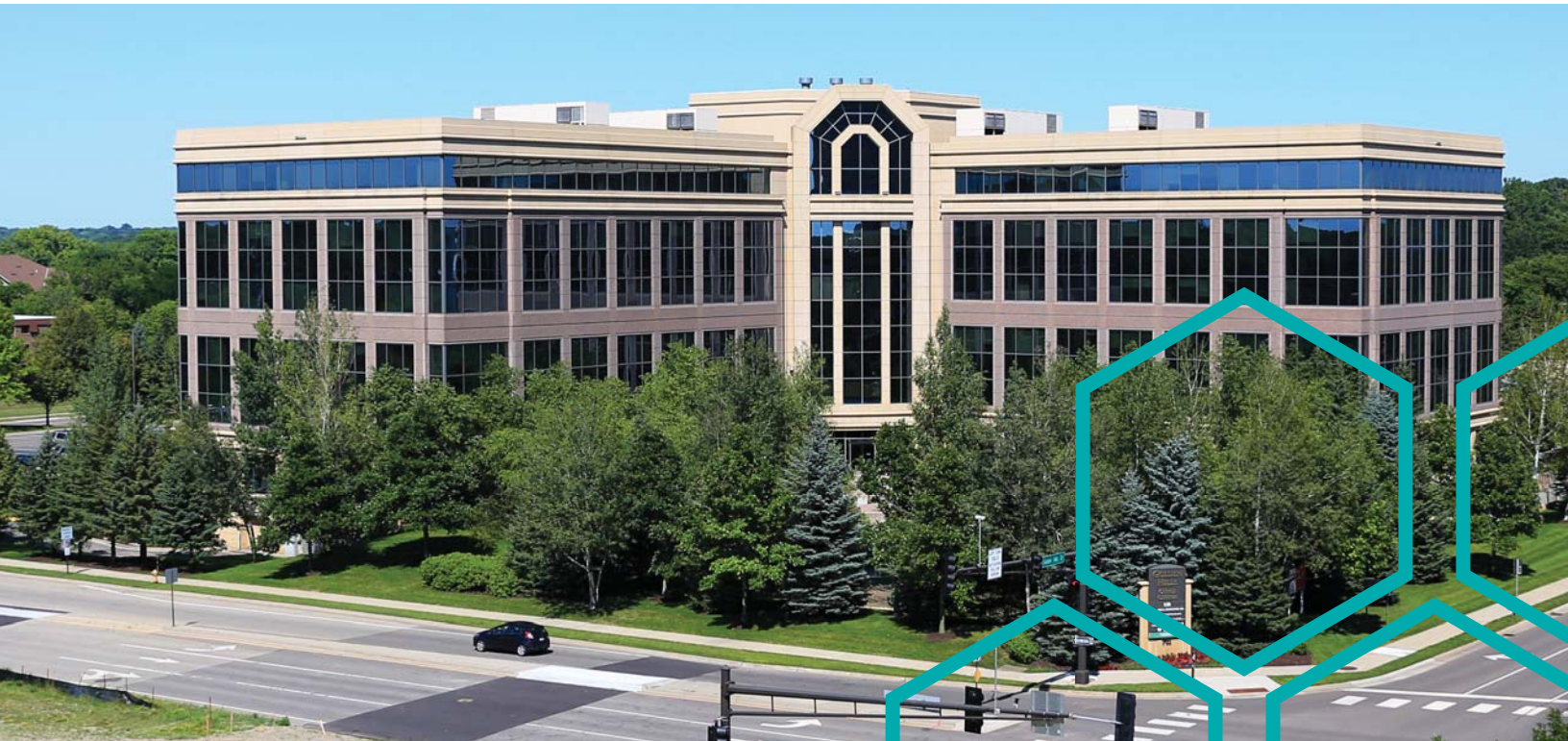
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Contact:
Breanne Rothstein, AICP
(763) 231-4863
brothstein@wsbeng.com

Statement of Qualifications



Firm Overview

Early in their careers, the founders of WSB & Associates, Inc. (WSB) recognized that outstanding results are born from outstanding cultures. Since our inception in 1995, WSB has remained dedicated to creating a culture of relationship building, forward thinking, and collaboration which enables technically advanced, thoughtful, and creative engineering and design solutions that build a legacy – *your* legacy.

WSB's 400 employees occupy 11 offices and offer expertise in 25 plus service areas in municipal, commercial, and energy industries.

WSB team members embody a set of staff-developed principles called the WSB Way. This defines our firm's culture and value system as well as how we serve each other and our clients. Our values challenge us to strive for over-the-top customer service, integrity, and technical excellence.

A Proven Track Record of Community Development

WSB has completed over 40 comprehensive and small area plans in the past five years. These include plans across Minnesota and North Dakota. We have a proven track record of working with communities small and large, those with stable population and those that are rapidly growing, and those with varying levels of staff capacity. We will work closely with you to understand your expectations and level of desired staff involvement in the comprehensive plan development.

In addition to project management, WSB planners serve as day-to-day city planners tasked with reviewing development and implementing comprehensive plans, small area plans, and administering zoning code. We know the essential components to preparing a plan that is realistic and implementable, with clear, actionable implementation steps (in a matrix).

Our experience with project management of plan processes and day-to-day planning experience uniquely suit us to effectively help Alexandria develop an update to their plan.

Sample of Comprehensive Plans

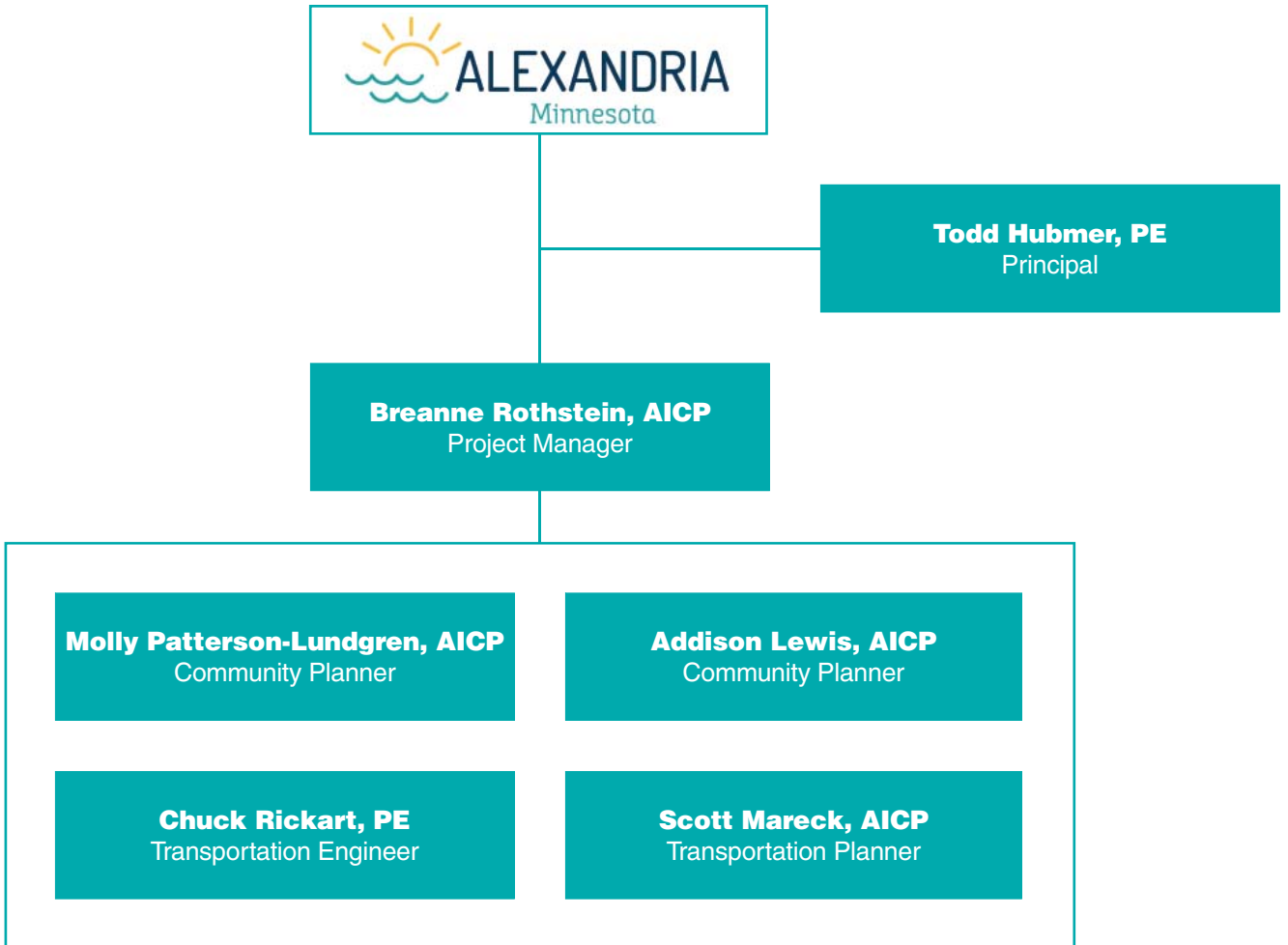
- Arden Hills
- Blaine
- Centerville
- Circle Pines
- Clearwater
- East Bethel
- Elk River
- Excelsior
- Falcon Heights
- Grand Forks, ND
- Hugo
- Mahtomedi
- Medina
- Minnetrista
- North Mankato
- North St. Paul
- Osseo
- Preston
- Princeton
- Ramsey
- Roseville
- Sandstone
- Savage
- St. Anthony
- St. Paul Park
- West St. Paul
- Wyoming
- Zumbrota

Sample of Small Area Plans

- Elk River Gravel Mining Study
- Sheridan Neighborhood Small Area Plan
- NIEBNA Small Area Plan
- West St. Paul Smith/Dodd Small Area Plan
- Navarre Small Area Plan
- Dinkytown Business District Plan
- Prior Lake/CSAH 42 Study
- Albert Lea Downtown Study



Project Team





Breanne
Rothstein,
AICP
**Project
Manager**

Breanne is a project manager for community comprehensive plans, small area plans and community engagement initiatives. Her knowledge and experience working with local neighborhoods, business organizations, city officials, and residents provides her clients well-vetted, realistic plans and projects. Breanne is well versed in dealing with many, often competing, interests to formulate a cohesive vision for the future. Breanne has successfully completed over a dozen plans for communities throughout Minnesota and offers insight into best practices that are customized for each community.

Project Management

Breanne specializes in project management of comprehensive plans and small area plans. As a project manager for WSB since 2012, she has completed the following select projects:

- Savage Comprehensive Plan, 2018
- Osseo Comprehensive Plan Update, 2017
- Blaine Comprehensive Plan Update, 2017
- Medina Comprehensive Plan, 2016
- Wyoming Comprehensive Plan, 2016
- Clearwater Comprehensive Plan, 2015

Community Planning

Breanne's extensive knowledge in updating and writing city ordinances provides clients with efficient and timely policy analysis and ordinances that are realistic. Her experience as a staff planner positions her to understand the city's needs and desires to retain quality services at a reasonable cost. Breanne has served as a day-to-day city planner for the following communities as either staff or a consultant:

- City of St. Anthony Village (2014 to present)
- City of Wyoming (2015)
- City of Albert Lea (2012 to 2015)
- City of Long Lake (2012 to 2014)
- City of Edina (2014)
- City of Minnetrista (2008-2012)
- City of Ramsey (2005-2012)



Todd
Hubmer,
PE
Principal

Todd has nearly 25 years of experience in water resources planning and engineering and has served as a City Engineer to WSB clients for more than 20 years. Todd has written plans and policy for cities and watersheds as well as assisted state agencies in rule-making processes. He has led community plan development in response to regional and state requirements, natural disasters, large infrastructure investments, and community visioning.

Comprehensive Water Resource Management Plans

Todd has completed more than a hundred water resources management plans, including those for the following cities:

- Shakopee
- Alexandria
- Monticello
- Blaine
- St. Paul
- Brooklyn Park
- Circle Pines
- Bloomington
- St. Louis Park
- South St. Paul
- Wyoming
- North Branch
- Hanover
- Richfield

Water Reuse

In the past, stormwater runoff was viewed as a waste product that was whisked away to lakes and streams as quickly as possible. Todd has worked on a number of water reuse projects over the last several years. Reuse projects tap not only stormwater runoff, but also backwash water from treatment plants to offset aquifer demands for irrigation and other uses of water in the state.

Phosphorus Trading

Todd is currently working with rural communities and the Minnesota Pollution Control Agency (MPCA) on the trading of a point source discharge for a municipal wastewater treatment plant for non-point source credits in reduction of phosphorus. The non-point source phosphorus reduction will offset the inputs by the wastewater treatment plant discharge into nearby surface water resources. Todd worked on the first municipal wastewater treatment plant phosphorous trading agreement in the State of Minnesota.

Inflow and Infiltration Reduction Planning

Todd is working with local communities to develop ways to reduce the inflow and infiltration of clear water into the sanitary sewer systems. The goal is to reduce or delay the need to expand wastewater treatment plants. This effort reduces the amount of water that these plants treat and improves the quality of water discharged downstream into lakes, rivers and streams.

Statewide Total Maximum Daily Load (TMDL) Impacts

Todd works on a small task force with the Lake Pepin TMDL which affects nearly two-thirds of the State of Minnesota. He works with the League of Minnesota Cities Coalition, Minnesota Pollution Control Agency (MPCA), and other members of the task force to evaluate the impact and potential implementation plans that could effectively remove pollutants from stormwater prior to being discharged into Lake Pepin. This effort is ongoing and continues to evolve as new guidance is prepared by the MPCA.

Large Infrastructure Projects

Todd worked on several large infrastructure projects, including representing the City of St. Paul on the Central Corridor Light Rail Transit (CCLRT) for conformance of water resources elements of the design. He ensured the adjacent neighborhoods wouldn't be adversely affected by flooding upon completion of the CCLRT and achieved water quality goals for the project. Todd is also the lead designer for water resources on the west segment of the Southwest Light Rail Transit and works closely with the watershed districts, local municipalities, and state agencies to develop a plan in conformance with all state and local regulations. Todd has also worked in very sensitive areas of the state including the lakes in and around the City of Alexandria and the City of Brainerd.



Molly
Patterson-
Lundgren,
AICP

Community Planner

Molly has more than 18 years of experience in community development and planning, specializing in historic preservation, cultural resource planning, and downtown redevelopment. She has a solid understanding of local, state, and federal programs and the legal foundation for land use regulation. Molly blends her knowledge of community history and regulatory requirements with innovative and sustainable design concepts and programs to craft plans for an improved community. She provides recommendations on PUDs, historic design reviews, CUPs, variances, and zoning amendments.

Historic & Cultural Resource Planning and Projects

Molly secured the CLG grant and assisted in the planning and implementation of the 2017 Annual Statewide Preservation conference in Albert Lea. She created the Wabasha Downtown Design Guidelines, developed historic interpretive programs and trails in Wabasha, and was Director of the Downtown Faribault Association. She completed the Dinkytown District Historic Designation Study for Minneapolis and is on the State Board of Review for projects nominated to the National Register of Historic Places.

Grant Writing & Project Administration

Molly secured and administered grants for historic and cultural resources, infrastructure and housing, and commercial rehabilitation. She secured over \$500,000 in Small Cities funds for Albert Lea in 2016 and provided administration support for those funds for historic environmental clearance. Molly also acquired and administered grants for historic, cultural, and recreational grants in Wabasha.

Development Review

Molly's experience in development and plan review includes residential, commercial, and mixed-use projects. She provided support to Heritage Preservation Commissions for historic downtowns design reviews in Albert Lea, Wabasha, and Northfield.

City Code & Ordinance Development

Molly has extensive experience in development standards through Ordinances and Code, including Wabasha Zoning, Signage, Tower, and Mining ordinances and DNR-approved shoreland regulations for the cities of Elysian, Wabasha, and New Brighton.

Zoning Administration

Molly provides analysis and recommendations on PUDs, historic design reviews, CUPs, variances, and signage and zoning amendments, from initial discussions with property owners and developers to ensure the most complete application and guiding a project through the reviews to meet all legal requirements, to public participation through the process. Her experience includes: Albert Lea, MN, Consulting City Planner, current; Waseca, MN, Staff Augmentation, current; Wabasha, MN, City Planner, 2004-2013; Scott County MN, Planner, 2002-2004.

Comprehensive Planning

Molly provided leadership on the following comprehensive plans: Sandstone 2017, Princeton 2017, Zumbrota 2016, Preston 2014, Wabasha 2005*, SE Scott County 2003*, Fountain 2001*, Elysian 2000*. (*Experience prior to joining WSB)



Addison
Lewis,
AICP
**Community
Planner**

Addison's experience with local communities, includes municipal planning projects and zoning and land use ordinances. His work provides him with a unique perspective on the necessity of preparing realistic and implementable plans.

Community Planner

Addison serves as a consultant planner to the cities of Long Lake, Tonka Bay, and North St. Paul. He is responsible for handling zoning inquiries, land use applications, ordinance amendments, building permit review, and code enforcement. Addison also assists in Mahtomedi, Burnsville, Albert Lea, and Denmark Township, working with applicants from start to finish on land use projects. Additionally, he provides clear and concise reports and presentations to the city council and advisory boards.

Comprehensive/Small Area Plans

Addison contributed to numerous plans, including the North Mankato Comprehensive Plan, the Nicollet Island-East Bank Neighborhood Small Area Plan (Minneapolis), the Sheridan Neighborhood Small Area Plan (Minneapolis), and the Navarre Small Area Plan (City of Orono). He assisted with plan writing, project management duties, and community engagement efforts, including open houses, stakeholder meetings, surveys, and gathering input at community events.

Communications/Community Engagement Specialist

Addison served as a communications liaison between property stakeholders and the city/project management team for several road construction/design projects. Addison met with individual property owners, property managers, and other stakeholders to update those individuals on various stages of the projects. He also developed community engagement materials such as mailings, informational handouts, and website content, which helped to deliver a clear and consistent message throughout the projects. In this role, his projects included France Avenue intersection improvements in the City of Edina in the summer of 2014, the 105th Avenue NE preliminary and final designs in the City of Blaine in the winter of 2014/2015, and the Afton Downtown Improvement in the summer of 2017.



Chuck
Rickart, PE

Transportation Engineer

Chuck is a Senior Project Manager in WSB's Transportation Engineering Group with more than 30 years of experience in traffic and transportation engineering. Chuck's project experience has included project management, planning and design for traffic safety improvement projects, traffic impact studies, traffic signal design and construction, intersection lighting projects, parking studies and design, transportation planning, pedestrian planning and design and Safe Routes to School projects.

He has extensive experience with the review and implementation of all traffic engineering aspects of projects. This includes traffic data collection, work-zone safety, traffic control plans, signing, pavement markings, lighting, and traffic signal systems.

Preliminary Engineering / Traffic Analysis

Chuck has provided preliminary engineering/traffic engineering and transportation planning services for many agencies throughout Minnesota. These services have include preparing preliminary design engineering services, traffic impact studies, reviewing developer prepared site plans and traffic studies, traffic engineering design services for signing and pavement markings, traffic control studies and parking studies. Some of the projects have included:

- Rum River Drive Traffic Study, Princeton
- City Traffic Policy, Lino Lakes
- Intersection Safety Improvement Analysis (5 Locations), Crow Wing County
- Downtown Traffic and Pedestrian Study, Excelsior
- Excelsior Road/Edgewood Drive Improvements, Baxter
- Southdale Center Traffic and Parking Study, Edina
- TH 25 at Broadway Improvements, Monticello
- Eagle Creek Blvd Three Lane Study, Shakopee
- Isle Drive/Elder Drive Area Transportation Study, Baxter
- Shannon Parkway, Rosemount
- Intersection Safety Studies (3 locations), Douglas County
- City Stop Sign Policy and Manual, Shakopee

Pedestrian Studies and Design

Chuck has prepared pedestrian studies for intersections, roadway corridors and school zones. These studies have included safety analysis, signing and pavement marking analysis and design and speed zone studies. Some representative projects include:

- District #477 School Study – Princeton
- School Speed Zone – Safe Routes to School, Edina
- School Crossing/Speed Zone Study, Shakopee
- 5th Ave and 12th St Safe Routes to School, Princeton
- School Boulevard Pedestrian Study, Monticello
- TH 3 Grade Separated Pedestrian Crossing Study, Rosemount
- CSAH 16 Pedestrian Access Study, Savage



Scott
Mareck,
AICP
Transportation
Planner

Scott has 25 years of transportation planning experience, including local and regional transportation plans, bicycle and pedestrian plans, and complex corridor and subarea studies. Prior to joining WSB, Scott served as Executive Director of the St. Cloud Area Planning Organization (APO), the federally designated Metropolitan Planning Organization (MPO) for the St. Cloud Urbanized Area. While employed at the APO, Scott led regional transportation planning and programming efforts for 12 local governments, including three counties, six cities and three townships. This regional planning work was done in cooperation with MnDOT and St. Cloud Metro Bus, the transit operator for the St. Cloud Area.

Scott is also an expert in state and federal grants, legislative matters, and intergovernmental cooperation and coordination. He is well known for his ability to bring diverse stakeholders together and reach consensus to implement large transportation visions.

Grand Forks-East Grand Forks MPO Transportation Plan

Scott is currently deputy project manager for the Grand Forks-East Grand Forks MPO Transportation Plan. His role includes supporting all communication and coordination with the client for the federally compliant MPO transportation plan update. Scott is responsible for data collection, coordinating travel demand modeling with ATAC, issues identification, needs assessment, and alternatives analysis of project improvement scenarios. Scott has attended TAC meetings, MPO Board meetings, and open house meetings.

Metropolitan Council Comprehensive & Transportation Plans

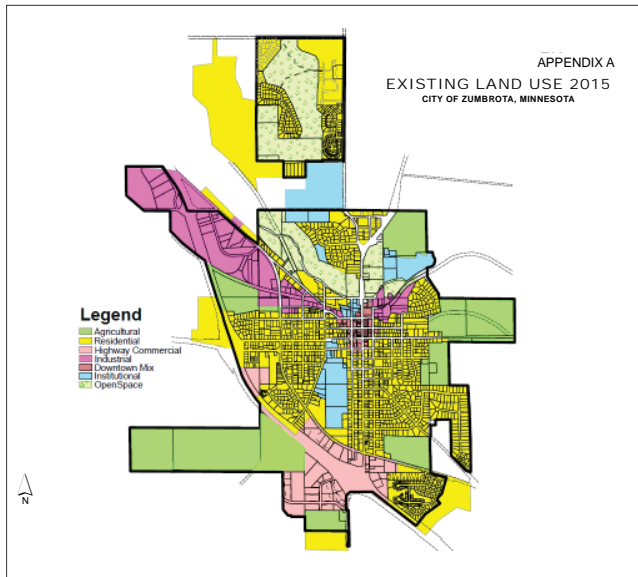
Scott has led WSB efforts as project manager to update Metropolitan Council required transportation plans for the following municipalities: Blaine; Roseville; St. Paul Park; Medina; Minnetrista; Osseo; Mahtomedi; North St. Paul; West St. Paul; and Ramsey. These transportation plans included incorporation development of travel demand forecasts, updating transportation goals and objectives, and updating functional classification designations and identification issues and strategies to address roadway/bridge, bicycle/pedestrian, transit, freight and other issues. Scott developed these plans with the MnDOT Area Managers, county and city staff, residents, and other stakeholders.

St. Cloud APO Transportation Plans

Scott led the successful development of six regional long-range transportation plans, prepared consistent with federal MPO regulations and MnDOT statewide planning requirements. These regional plans involved development of population and land use forecasts, revenue forecasts, travel demand modeling of forecasted traffic, and identification of project infrastructure improvements and other strategies to address road/bridge, bicycle/pedestrian, freight and transit needs. These plans involved a collaborative and open public process, including elected officials, local government staff, MnDOT, FHWA, businesses, citizens, and organized advocacy groups.



Project Experience

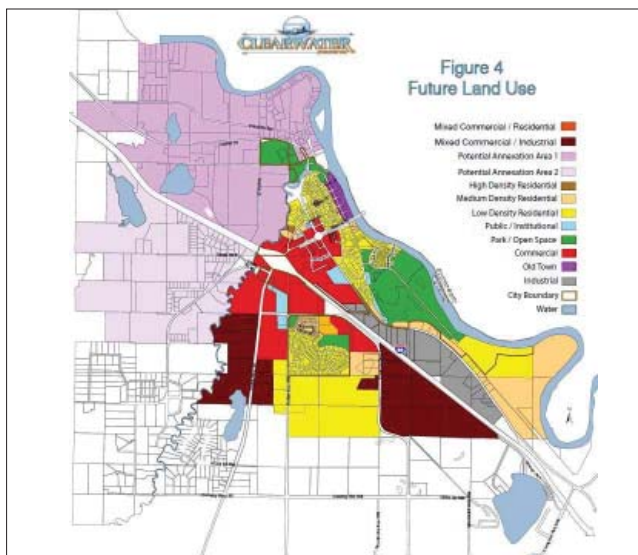


Comprehensive Plan City of Zumbrota, MN

WSB prepared the 2016 Comprehensive Plan for the City of Zumbrota. Top goals identified include embracing the riverfront, strengthening the downtown area as a destination, and expanding upon the limited recreational trail system. The plan identifies the following opportunities:

- Extending the regional trail along the Zumbro River to Rochester bringing day trip visitors into the community
- Branding the historic downtown where there is a growing arts presence
- Improving connectivity between the downtown and the riverfront via landings and improved viewsheds

WSB worked with a planning committee comprised of the public and elected and appointed officials.



Comprehensive Plan Update City of Clearwater, MN

In 2014, WSB completed a Comprehensive Plan Update for the City of Clearwater. Situated strategically on the Mississippi River and I-94, Clearwater has many assets and opportunities to highlight. WSB helped the City envision their future, identify priorities, and assemble a robust implementation plan to achieve their goals. The WSB team helped the City create a concise document with actionable steps, including a parks and trails plan and a re-analysis of their land use map. The plan also includes recommendations for economic development opportunities of their well-suited location on I-94.



Comprehensive Plan City of Princeton, MN

WSB created a new Comprehensive Plan for the City of Princeton in 2017 to include land use, housing, economic development, and parks. The economic development element involved an inventory and market analysis of the Downtown, including the number of employees, categories of businesses, and the days and hours of operations. Booths at community events, mail, and online surveys engaged the public. WSB also will be completing the second phase (transportation and utilities) of the Comprehensive Plan.



Comprehensive Plan City of Sandstone, MN

The Sandstone Comprehensive Plan was adopted by the City in December of 2017. The Plan is part of an ongoing effort by the City to encourage future growth and development. WSB worked with the City staff and Planning Commission to use recently completed visioning exercises to create a strategic plan of action to help the City achieve their objectives. The plan contains a community profile with information on demographics and natural and cultural resources, providing the City with a strong basis for guiding future development decisions. Housing, Economic Development and Infrastructure are analyzed and incorporated in the Land Use Plan with a development phasing plan that is based on projected growth and demographic changes. The implementation chapter provides a matrix for annual review and action. Plan appendices provide examples of future strategies which the City can use to achieve their goals. Public engagement included both in-person meetings and on-line activities for citizens to participate. WSB created customized maps, figures, and illustrations to make the plan document both understandable and pleasant to use.



Downtown Study/ Redevelopment City of Albert Lea, MN

WSB provides on-going planning services to the City of Albert Lea, a community of 17,000 with a historic downtown centered between several lakes. In 2013, the City asked WSB to analyze a new zoning district called the Diversified Central District and conduct a re-zoning of over 300 parcels in areas immediately adjacent to their downtown business district. With the growing presence of the Mayo Clinic, Albert Lea desired to make this area easier for mixed-use areas and housing development, rather than zoning it solely as a business district. WSB conducted a community meeting and a public hearing on the initiative and wrote the results which became an amendment to the City Comprehensive Plan along with the ordinance to encourage more development and redevelopment in the larger downtown area. WSB provides staff support to the Albert Lea Heritage Preservation Commission and to the City for housing and economic development assistance. WSB secured \$526,700 to rehabilitate commercial uses and rental housing in the historic district and assists with the grant requirements for historic design review. The comprehensive downtown redevelopment efforts are resulting in new business and the increase of jobs. WSB assisted the City in bringing the 2017 State Historic Preservation Conference to downtown Albert Lea, where preservationists from around the Midwest could see the physical results of these redevelopment efforts.

Scope of Services



Project Understanding

The Comprehensive Plan is an opportunity to assist the City of Alexandria in developing and documenting the community’s vision and in further articulating the values for the future development of the City. The Plan will provide realistic tools for implementation so that the City may move forward promptly after the planning process is complete to achieve the desired goals.

Our comprehensive, integrated, and balanced planning approach will include an analysis of the effects of both internal and external forces on the future of the local community. We will study issues and provide forecasts of local and regional growth and their impact on Alexandria’s physical growth.

Understanding a community’s existing environment is one of WSB’s initial steps in assisting a community in developing a Comprehensive Plan. We look at various environments as integrated systems of the community, including natural, social and cultural, built, and economic. WSB proposes to build baseline information through the compilation of available mapping data, census data, and existing studies. WSB will work with the community to determine realistic strategies and tools to achieve those goals. Ultimately, these will create the implementation component of the Comprehensive Plan.

Project Management

At WSB, we use MyLink, a proprietary portal unique to WSB, for sharing all project documents, including progress reports, budget updates, draft planning documents, agendas for steering committees, presentations, and maps. It allows us to seamlessly share documents with our clients and provides transparency in the project development process.



MyLink Website

Plan Development



Goals and Visioning

Alexandria wants the selected consultant to lead the comprehensive plan process, including collecting data and establishing goals through a visioning process. We will work closely with the City staff through this entire planning process. The Comprehensive Plan is about more than the creation of a final plan document; it is also about the process a community goes through to determine a common set of goals and strategies that will be used to achieve their vision. The planning process brings individuals and organizations together, building stronger relationships which will ultimately help bring their vision to fruition.

We will assist the community through this process and help establish methods and systems that will be used to implement the plan after it is adopted. It is the expectation that, with the assistance of WSB planners, City staff, and members of the steering committee, we will conduct fact finding and stakeholder engagement throughout the planning time frame. We will review the existing comprehensive plan goals, using an established worksheet. This stage will also include a visioning session with the greater community.

Goal	Objective	Keep	Delete	Revise	Implemented?	Notes
Growth Management: Plan and manage growth to ensure that the City of Grand Forks continues to balance new growth and development through collaboration with all stakeholders to promote preservation and enhancement of the city.	Growth Management Area: Establish Grand Forks' Growth Management Area to include the land extending two miles from the city boundaries and adjust the boundary in accordance with annexations.					
	Growth Management Monitoring System: Develop a growth management monitoring system to guide the City in making changes to its zoning and planning jurisdiction boundaries and/or to time and sequence development within the growth management area.					
	Balanced Growth and Growth Tiers: Create a balanced growth approach in the Growth Management Area by dividing it into growth tiers that will establish the timing and sequencing for future development and infrastructure provision.					
	Compact Development: Promote a compact system of urban development by limiting growth to Tier 1 where urban services may be provided in a cost-efficient manner with an emphasis on targeting existing neighborhoods to spur revitalization and promote infill opportunities, reduce urban sprawl and protect rural landscapes.					

Goals, objectives homework example



Revised Land Use Plan

We approach planning through an iterative process, reviewing how the existing environment and situations within the City and region relate to and impact each other. The land use plan is an important component of the final comprehensive plan. We view land use planning not just as a mapping exercise, but also as a study of how new and

different types of development or redevelopment are encouraged or hindered by factors such as the locations of available housing, public infrastructure, and the use of economic development programs. We will work with the Planning Commission, Steering Committee, and City Council to create the Land Use Plan as a strategy to accomplish the broader goals of the Comprehensive Plan.

The Land Use Plan will provide the basis for a new zoning ordinance for the City and will include district descriptions based on the goals and priorities determined by the City Council. It will include maps to show locations of appropriate development for business, housing, community services, facilities, and recreational elements.



Revised Community Facilities Plan

The WSB team will review the existing community facilities plan, consult closely with City staff and the Steering Committee to add, refine, or revise any applicable sections of this plan.



Revised Transportation Plan

It is essential to evaluate your transportation plan documents about every 10 years for the applicability of local system plans and County and State plans affecting the jurisdiction. This scope includes an agency and stakeholder meeting, a discussion at the steering committee, and the revision of all maps. The primary focus of the revised transportation plan is to create action items that will be incorporated into your capital improvement programming.



Implementation Actions

A plan that sits on a shelf is useless. At WSB, we strive to create realistic, implementable plans which includes developing an implementation matrix to consolidate actions and assign timeframes and responsibility and funding sources to the action items.

	Comprehensive Plan Action or Strategy	Who	When	How
1	Land Use			
1.1	Make changes to the zoning map to reflect changes on the land use map, in the 9 change areas.	City planning staff	Short-term	Through a re-zoning study
1.2	Redevelopment Area 1: Help assemble parcels if overall health of the site creates multiple vacant buildings.	City ED staff, EDA Private Landowners	Long-term	
1.3	Redevelopment Area 2: Assemble land in this area that would help lead to efficient redevelopment. Consider financial assistance for removal of buildings and site preparation.	City ED staff, EDA/City Staff	Short to medium-term	EDA Levy/TIF, LIHTC
1.4	Redevelopment Area 3: Work with the owners on redevelopment possibilities. Consider zoning and land use changes to allow for medium or high density residential uses.	EDA/City Staff, MHFA	Short-term	TIF, LIHTC, EDA Levy

Implementation Matrix



Draft and Final Plan

This includes compiling all the draft chapters and maps into one, easy-to-read document. WSB will present the draft to the Steering Committee and at a public hearing as part of this phase.

As an optional add-on, we are proposing to create a ESRI StoryMap for your comp plan, an easily digestible online version of your plan for consumption by the public.

Public Participation



Steering Committee

The WSB team proposes the formation of a Steering Committee comprised of community stakeholders to assist with the planning process. This committee will meet four times and include the City staff and representatives from the City Council, Planning Commission, and other commissions as applicable. In addition, individuals who understand or regularly work with issues in the City relating to streets, sewer, water, parks, and other facilities will be considered for this committee as well as those involved with programs such as housing, education, and culture. The City may also wish to invite local business entrepreneurs, realtors, or similar private-sector stakeholders to join this committee. This group will work with local commissions and community organizations to determine issues, opportunities, and needs for the City.

While the Steering Committee assists with the collection of local information and helps determine realistic strategies to accomplish goals, WSB will work with the City Staff and City Council to determine the broader community goals and to establish priorities. The City Council will ultimately determine which resources to use to accomplish the goals. This will be outlined in the work plan chapter of the Comprehensive Plan. The City Council will make the final decision on the Plan and adopt it. We will work closely with the City Staff and Council representative on the Steering Committee to keep the Council updated and engaged to a level they desire throughout the planning process.





Community Engagement

Inform/Consult

Within a planning process there is a spectrum of options for public involvement. These options include to inform, to consult, to involve, to collaborate, and to empower the public through the planning process. Our proposal includes an “inform” level of community involvement; that is, we will provide information at both the initial and final stages of the project. This information will be provided via an initial announcement and periodic updates for City staff to bring to the City Council. Staff can also share this information on community websites, through the local news, or via communication options already in place. In addition to this, the Steering Committee will represent the public and provide feedback on analysis, issues, and alternatives drafted for the plan, which is at the “consult” level of participation. The Steering Committee will be encouraged to gain additional and broader feedback on ideas from the existing groups in which they participate (including business or service organizations).

Involve/Collaborate

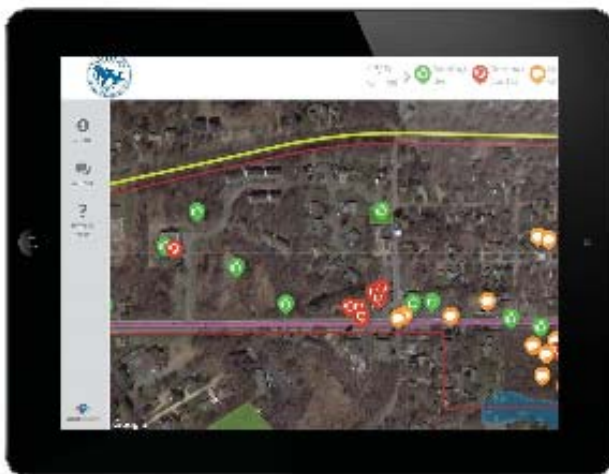
WSB uses a variety of tactics to engage the public in the comprehensive planning process. We’ve found that visiting places where people already meet is beneficial to hear their opinions on what they want to see in their community. Examples of public engagement include “pop-up” booths at community events or celebrations, short one-on-one interviews with pedestrians in the central business district, and meetings with local student organizations to discuss their ideas for the future.

We propose two such events. One in the early phases of the project to ask individuals for their thoughts on the City, with questions such as: “What do you like best about Alexandria?” or “What do you think is most needed in our community?”

This could be at the local coffee shop/café, the public library, or (with approval of the school) at a student council meeting. The second event would be a booth at the Ole Oppe Fest in May with information about the planning process to date. Maps and lists of priorities are displayed in poster size and visitors are provided sticky notes to comment or dot stickers to “vote” on what they consider priorities.

Public engagement will also include two community meetings, one during the visioning process and one during the draft plan stage.








As an optional add on, we propose to use Social Pinpoint, an online, interactive community engagement tool. This allows people to identify places in the community that they like and issues within the community as well as to comment on plan drafts.



Social Pinpoint

Fee Structure & Schedule

Fee Breakdown

	Task	Team Member	# of hours by person	Total Cost
	Goals/Visioning/Project Kick Off (Includes visit #1)	Breanne	14	\$3,500
		Addison	14	
	Public Participation # of hours by person (Includes visit #2 and #3)	Breanne	25	\$14,800
		Molly	40	
		Addison	60	
	Revised Land Use Plan	Molly	20	\$7,500
		Addison	30	
		GIS Support	20	
	Revised Transportation Plan (Includes visit #4)	Chuck	25	\$14,400
		Scott	45	
		GIS Support	18	
	Revised Community Facilities Plan	Addison	26	\$2,500
	Implementation Actions	Breanne	14	\$2,200
	Draft Plan Review	Breanne	10	\$4,000
		Addison	25	
	Final Plan Approval	Addison	15	\$1,500
				\$50,400
+	Optional add on: Social Pinpoint			\$2,000
	Optional add on: ESRI StoryMAP Final Plan Document			\$4,000
				\$56,400

*Completing the comp plan and small area plan together as a package creates process efficiency; therefore, the combined price would be reduced by \$10,000.

Schedule

Task	Mar	April	May	June	July	Aug	Sept	Oct
Goals/Visioning/Project Kick Off								
Public Participation								
Revised Land Use Plan								
Revised Transportation Plan								
Revised Community Facilities Plan								
Implementation Actions								
Draft Plan Review								
Final Plan Approval								



References



City of Zumbrota

Project Name: 2016 Comprehensive Plan Update

Contact Person: Dan King, Community Development Director
Address: 175 West Ave, Zumbrota, MN 55992
Phone: (507) 732-7318
WSB Key Personnel: Molly Patterson-Lundgren



City of Albert Lea

Project Name: Downtown Study/Redevelopment & City Planning Services

Contact Person: Chad Adams, City Manager
Address: 221 E Clark St, Albert Lea, MN 56007
Phone: (507) 377-4300
WSB Key Personnel: Molly Patterson-Lundgren, Addison Lewis, Breanne Rothstein



City of St. Anthony Village

Project Name: 2040 Comprehensive Plan & City Planning Services

Contact Person: Mark Casey, City Manager
Address: 3301 Silver Lake Rd, St. Anthony, MN 55418
Phone: (612) 782-3301
WSB Key Personnel: Breanne Rothstein

