



CITY COMMISSION WORKSHOP MEETING CITY OF ST. PETE BEACH

155 Corey Avenue
St. Pete Beach, FL 33706

Tuesday, October 24, 2023
3:00 PM

Call to Order
Pledge of Allegiance
Roll Call

WORKSHOP MEETING

1. Comprehensive Plan Services -
 - a. Capsus 3:00 p.m. (1 hour)
 - b. Calvin, Giordano & Associates, Inc. 4:15 (1 hour)
2. Adjournment -

APPEAL: In accordance with 286.0105, Florida Statute (Notices of meetings and hearings must advise that a record is required to appeal), if a person decides to appeal any decision made by this committee, board, agency, or commission with respect to any matter considered at this meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

AMERICANS WITH DISABILITIES ACT (ADA): In accordance with the Americans with Disabilities Act and Florida Statutes, if any person with a disability defined by the ADA needs special accommodation to participate in this proceeding, then not later than two business days prior to the proceeding, he or she should contact City Hall at (727) 367-2735.

The public is cordially invited to attend this meeting.
All agenda material is available for review at City Hall or www.stpetebeach.org.



Proposal

Comprehensive Planning Services

City of St. Pete Beach

2023

1. Cover letter

Dear John Taylor,

CAPSUS is excited to submit our Letter of Interest & Qualifications for the RFP to support the City of St. Pete Beach in assessing the City's current Comprehensive Plan. In this document, you will find information about our organization, experiences, and suggestions for reaching the goals stated in the RFP, the proposed methodology, and the proposed staff.

Our approach is based on technical solid content, utilizing the best available information, generating the necessary tools, and applying the most effective methodologies to achieve the sustainability goals of our partners and clients. CAPSUS has a multidisciplinary team with experience in both the public and private sectors. We have acquired technical capacity through formal education and our own experience. Our team of professionals is dedicated to delivering high-quality results.

CAPSUS states that we have read, understood, and agreed to all statements in this request for qualifications. We acknowledge receipt of all addendums/amendments and the terms, conditions, and attachments referenced.

Please contact us with any further questions or comments regarding this document.

Kind regards,

A handwritten signature in black ink, appearing to be 'G Velasco', enclosed within a hand-drawn oval.

Guillermo Velasco

General Manager

CAPSUS LLC

gvelasco@capsus.us

Office: 832.737.0834

Mobile: 281 746 1809

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2. Project Description.

We understand that the objective of the project is to aid the city of St. Pete Beach evaluate the existing Comprehensive Plan (CP) along with its supporting data and analysis, and determine necessary amendments to better align with the community's vision, ensuring that the CP accurately reflects the current needs and desires of the community, serving as a guiding document for the City's growth and development.

The specific objectives of the project are:

- Foster **inclusive and meaningful engagement of community members** in shaping the future of their city's development.
- Promote **evidence-based planning** by conducting a thorough review of the city's existing CP and potential policy alternatives.
- Improve **spatial and land use planning systems** for risk-informed and carbon-sensitive development

These objectives will be achieved through an in-depth assessment of the current policies and characteristics of the city of St. Pete Beach. The assessment will be coupled with policy recommendations based on international best practices that are adjusted to the context of the city. The exercise will facilitate city-level planning, policy, and investment choices. Knowledge sharing and capacity building will be central pillars for this project to foster appropriation and replication of the methodological approach.

3. Approach to Project

Project Concept

To achieve the project's goal, we propose to do an urban modeling exercise and assessment that will help define and compare three distinct scenarios (BAU, CP, and Vision) of the City. These scenarios will help form consensus around policies and ordinances that could be integrated into St. Pete Beach's CP and will help in the community discussions to portray the tradeoffs between policies. The methodology involves the establishment of a baseline, and a complete overview of the situation, including highlighted implementation inconsistencies, public policies, planned investments, functionality gaps, framework review, and recognition of improvement opportunities focusing on governance constraints for leveling-up efforts. Once the team has analyzed the future trends of the city, the team will use the documents provided by the City, its own research, expert opinions, and its engagement with the public officials of the city to define different policy scenarios based on community feedback of the CP. Once these strategies are defined the team will measure its costs and benefits, and forecast the future performance of the city to fine-tune the best policies in St. Pete Beach. This information will be used to develop recommendations for the current CP. The methodology will be based on urban growth scenarios modeling using the planning tool Urban Performance.

Urban Performance

Urban Performance facilitates the understanding of different possible outcomes related to specific urban plans and policies. Urban Performance models how different interventions and policies modify a city's performance. These changes are assessed through indicators or metrics that evaluate the urban area on social, environmental, and economic dimensions. Urban Performance uses spatial and numeric data and performs a series of methods with this information to generate results for each indicator. The urban area's performance can then be compared against local goals and international benchmarks or standards.

Each scenario is a specific combination of different interventions, policies, projects, and plans. Policy levers trigger changes in the performance of an urban area and can range from investment in public transportation systems to changes in urban planning instruments, such as the enforcement of a construction code. Various scenarios can be created to assess what might happen if certain interventions are implemented to improve the urban area's future conditions.

The adaptation process of this tool includes the local stakeholder's involvement and capacity building. This will not only ensure the accuracy and relevance of the scenarios but will also strengthen the capacities of the local officials and facilitate the replication of the process in the future.

In basic terms, the Urban Performance methodology relies on four phases: **Data input, Time Frame definition, Scenario definition and modeling, and Calculation of the indicators.**

Data input. The precision of the model's outputs will depend on the quality of the input information. The ideal datasets that should be used for urban scenario modeling include population data, land use zoning, household density zoning regulations, public transport infrastructure, location of amenities, delimitation of risk-prone areas, and access to basic infrastructure.

Time Frame. The definition of a base year and a horizon year is crucial in scenario modeling. The base year represents the initial point in time for the forecasting process, whereas the horizon year is a selected year in the future in which scenarios take place.

Scenario definition. The model for the BAU urban expansion works with machine learning algorithms and is based on trends in historical land-use change data. This data is then complemented with input variables that reflect the geographic, socioeconomic, or physical characteristics of the urban environment, to find causality for change. These variables are also known as explanatory variables. The models “learn” about the perceived tendencies and are “trained” to forecast future changes in land use. The algorithms used to train the model are Binary Logistic Regression, Random Forests, and Recursive Partitioning & Regression Trees. Additional scenarios can be defined based on the urban planning instruments, interventions, and recommendations identified for the city through the knowledge exchange workshops and urban analyses.

Calculation of the indicators. The use of indicators eases comparison and decision-making. By modeling future scenarios and evaluating them with the same indicators, specialists can identify which projects or policies could bring the urban area closer to their ideal standards, shifting urban planning in the direction of evidence-based decision-making. Examples of indicators include population density, urban footprint expansions, population under flood exposure, etc.

Work Plan

Task 0. Project Management

Objective of the task: Set project management standards and communication processes to implement the project efficiently.

Description: This is a parallel task that we propose to guarantee the adequate flow of the project and to serve better the needs of St. Pete Beach. This task considers a monthly project management progress meeting with St. Pete Beach’s Implementing Unit to present progress, align visions and coordinate the actions that need to be carried out jointly. CAPSUS will prepare agendas and minutes for all meetings.

Deliverable 1: Inception report with updated methodology, scope, project management approach, and project timeline.

0.1. Set up

The project will start with an internal kick-off meeting between CAPSUS and St. Pete Beach’s Implementing Unit to deepen the understanding of the context and objective of the assignment and clarify the expected outcomes, communication protocols, milestones, important dates, and relationships with counterparts. This internal meeting will be followed by an official kick-off meeting with the St. Pete’s Implementing Unit and other relevant key stakeholders proposed by the city and CAPSUS. The objectives of this kick-off meeting will be to present the work plan and define focal points, communication channels, and key stakeholders to be involved at the different stages of the project, including a local technical team. Based on the outcomes the consulting team will update the methodology that will be submitted in week

4. **Products: Meeting minute**

0.2. Monthly meeting

We propose to hold monthly virtual meetings to update the level of progress of the consultancy, receive feedback on the activities carried out, and share specific needs required by the consulting team. After

each monthly meeting, the team will share a minute summarizing the most relevant information.

Products: Monthly meeting minutes

0.3. Closure and evaluation meeting.

During this session, the results of the consultancy will be presented. **Product: Executive PowerPoint file for the final presentation of the project**

Task 1. Baseline diagnostic assessment

Objective of the task: This task aims to identify gaps that should be addressed to accelerate the city's development goals.

Description:

Task 1 includes data gathering, policy review, and bibliographic research. This task will help the team understand the characteristics of the city and the policy framework. During this time, the team will set the basis for the urban analysis. Also, CAPSUS will perform a stakeholder analysis to develop a map that shows the level of interest and involvement from the public and private sectors (this is part of Task 4 as explained below).

Deliverable 2: A brief scoping report and presentation (PowerPoint slides and other visual aids) describing the past trajectories of urban growth (e.g. urban sprawling and GHG emissions), summarizing the state of knowledge regarding the city's resilience growth challenges and opportunities and lessons learned of past and ongoing investments.

1.1. Data gathering. CAPSUS will collect the relevant data, including proxies such as population, population densities, urban footprints, the spatial distribution of climate risks, key social infrastructure (such as hospitals and schools), key economic areas, mobility (if data is available), road network, GHG emissions, green spaces, long term master plans, energy production and consumption, and employment. CAPSUS will use local primary or secondary information, international databases, and additional data provided by St. Pete Beach. If data is not available, CAPSUS can propose alternative data sources such as OSM, WorldPop, GHSL, GEE, IEA, IRENA, EDGAR, or other sources. The missing information will be complemented through estimations using diverse information sources to complement the data needs. CAPSUS will create a database that will be used for the modeling and analysis of information. **Product: Initial request for information and Database**

1.2. Desktop review. CAPSUS will conduct a desktop review of relevant local policies and plans to highlight major policy gaps that should be addressed for the city to accelerate its resilient development. **Product: Virtual library**

1.3. Analysis. The team will review the current CP and examine existing data and technical studies related to the city's profile of relevant sectors. The diagnosis will allow the identification of the main levers of lower-carbon urbanization and the key climate change adaptation needs to estimate the future impacts of various interventions on emissions and resilience, with the added estimation of benefits. Also, a stakeholders' map will be produced in this process. The team will identify the sectors and their representatives that should be included as part of the CP review and engage directly with them to fact-check the diagnosis. The objective will be to recommend potential areas of improvement, which could be used by the cities to build resilience, address climate vulnerabilities, and reduce energy consumption and GHG emissions. **Product: Report**

1.4 Initial Workshop. CAPSUS will conduct an on-site initial Workshop. The purpose of the workshop will be to i) foster local stakeholder engagement, ii) present the Project, and iii) perform the initial data

gathering regarding resident input to the CP. The workshop will have a one-day duration. The workshop will consist in presenting the project's objectives, project plan, data needs, and expected outcomes to the local stakeholders.

1.5. Workshop analysis. CAPSUS' local team will review the workshop summary and other relevant information regarding its development and (possibly) conduct some interviews. **Products: Stakeholder engagement plan**

Task 2. Development of Urban Growth Modeling Framework

Objective of the task: This task aims to calculate the city performance indicators through a scenarios model.

Description: This is the main task of the project. During this phase, CAPSUS will calibrate the Urban Performance tool for St. Pete Beach, assess the current status of the city, and develop the three future scenarios. This stage will also include stakeholder engagement.

Deliverable 3: Urban Performance policy scenarios of urban development.

2.1 Calibration of Urban Performance.

CAPSUS will use the data gathered in the previous task and the analysis conducted to set up the urban modeling tool. The model will be fed with local data from St. Pete Beach such as emission factors, costs, urban characteristics, maps, risk-prone areas, population, density, and location of infrastructure, among other relevant data. Once the system is complete, the team will conduct a back-casting exercise to calibrate the model and finish the setup. At this point, CAPSUS will estimate the current status of St. Pete Beach as measured by the indicators defined during the inception phase. **Products: Calibrated model and assessment of St. Pete Beach's current status.**

A2.2 Development of urban scenarios

CAPSUS will forecast three possible urban growth scenarios, a trend or business as usual (BAU) scenario, and two alternate policy scenarios that show the impact that different policy combinations found in the CP can have on urban growth. CAPSUS will discuss and agree on the future scenarios that will be modeled.

The BAU scenario will estimate St. Pete Beach's performance by 2050 as measured by a sustainability index and the set of indicators defined during the inception phase (such as the indicators listed in the section *Urban Performance Methodology*). This scenario will provide the quantified impact of the various dimensions of climate change and resilient urbanization, highlighting the climate change risk exposure levels, increase in urban stresses, resource constraints, or mismanaged resources that would support the overall narrative on establishing a 'call for action'. The BAU scenario of urban growth will show the cost of inaction that the city may incur, based on ongoing trends such as unplanned urban growth.

For the future Growth Scenarios CAPSUS will develop scenarios that include a projection to 2050 with key policies and investments found in the current CP. These policy levers and investments will be defined through local stakeholder engagement, the results from the modeling, and international best practices.

Product: Presentation with the results of the three scenarios

2.3 Comparative assessments across scenarios.

CAPSUS will conduct a participative workshop where the stakeholders will be given a presentation of the results of the current status of the city and the scenarios. The workshop will be used to identify the

opinions of the stakeholders regarding the proposed policies and investments. During the workshop, the team will look to find a consensus, shared vision, or majority opinion from the stakeholders. The result from the workshop will be reported to the city. **Product: Workshop report**

2.4 Policy and investment gaps and opportunities for St. Pete Beach.

Once modeling and comparative assessments are made, the team will identify policies to be included or modified in the city's current CP. To prioritize the interventions, the team will use a multicriteria analysis based on the modeling results, the feasibility, and the stakeholder's opinions. The criteria that could be followed will be defined by the city and could include GHG emissions mitigation potential, reduction of exposure to climate risks, implementation costs, running costs, energy efficiency potential, and accessibility to city services. **Product: List of policies and investments**

Task 3. Drafting of Analytical Report.

Objective of the task: Develop a comprehensive assessment of the city's CP.

Description: Based on the results of the modeling exercise done in the previous task, the assessments, results, and stakeholder engagement, the team will draft the final assessment report.

Deliverable 4: An assessment report providing recommendations to the city's CP.

Deliverable 5: A summary technical briefing describing the preliminary analytical outputs. A PowerPoint presentation describing the outputs of the project, such as the modeling results.

3.1 Developing the Net Zero Plan.

CAPSUS will use the modeling results and the final list of policies and investments to draft the assessment of the city's CP. The work of this activity will focus on implementing modifications directly related to the work carried out, such as the priority actions and the urban growth scenarios. The modifications of the plan will describe the priority policies and investments and a recommended timeline for their implementation (immediate, short, medium, and long term). The package of new urban interventions will be evaluated as a group based on the indicators defined during the inception phase, such as total energy consumption, renewable energy consumption, GHG emissions reductions, improvements in environmental quality, urban risks, the capital investment needed, estimated running costs, alignment with other city strategic priorities, the ability of the city to directly influence outcomes. CAPSUS will deliver a draft report for review to St. Pete Beach, after the comments are received, CAPSUS will adjust and deliver the final report. **Product: CP Assessment Report**

4. Qualification and experience of the firm

CAPSUS is a global consulting firm, **established in 2009** in Mexico with an office in the USA. **Our mission is to promote urban sustainability and transform cities into spaces with higher-quality living standards while having a lower environmental impact.** In our projects, we propose grounded, innovative, and comprehensive solutions that foresee a better economic, social, and environmental future for coming generations. CAPSUS has carried out projects of similar scope and complexity to that requested by the terms of reference. Our principal examples are.

Supporting the Implementation of NDCs-Cities and Climate Change in South Africa

Client: The World Bank Group

Start and completion date: March 2022 - April 2023

Key Staff: Ricardo Ochoa - Team Coordinator, Andrea González - Climate Change Expert, Guillermo Velasco - Public policy leader, Antares Velázquez –Design.

Description of services provided: Through a comprehensive spatial analysis, the project produces key insights to support sustainable urban development, and low-carbon & resilient economic development. The objective is to conduct urban growth analytics to assess the impact of climate change risks and urban growth choices on the overall livability and productivity of urban clusters in South Africa and provide strategic transition pathways & policy levers that are critical for climate resilient and low-carbon urbanization across South Africa. The work is divided into three main activities, focusing on baseline spatial analytics and urban policy diagnostics, future scenario modeling for the medium to long term, and dissemination of the results.

Contact: Devika Rajkumar, corporateprocurement@worldbank.org

Green, Low carbon, and Climate Resilient Pristina, Kosovo

Client: The World Bank

Start and completion date: April 2021 - May 2022

Key Staff: Guillermo Velasco - Project leader, Ricardo Ochoa - Climate change expert, Andrea Gonzalez - Climate change expert, Margaret Scott.

Description of services provided: The project objective is to support the municipality of Prishtina to plan for low-carbon and climate-resilient urban development. The services provided by CAPSUS include data gathering and processing, assessment of urban growth patterns, analysis of current or draft planning instruments, modeling urban growth scenarios, recommendations, prioritization of investment projects, analysis of financial, institutional, and governance constraints, revision of international best practices, assessment of possible financing mechanism, capacity building activities, information design, dissemination activities.

Contact: Axel E. N. Baeumler, abaeumler@worldbank.org

Bulgaria Compact Cities ASA urban growth/shrinkage scenario exercise

Client: The World Bank

Start and completion date: April 2022 - February 2023

Key Staff: Guillermo Velasco - Project leader, Ricardo Ochoa - Climate change expert

Description of services provided: The objective was to provide technical assistance to the Government of Bulgaria and selected Bulgarian municipalities to achieve both climate adaptation and mitigation benefits by developing a pragmatic Sustainable Cities approach. CAPSUS conducted an urban and climate risk mapping, through a literature review and research of urban spatial modeling, sector plans, and climate change in Bulgaria. The analysis forecasted three possible urban growth/shrinkage scenarios to assess accessibility to urban services and employment opportunities, exposure to climate hazards, climate change mitigation, expansion costs, poverty, and infrastructure coverage. Also, CAPSUS adapted existing dissemination material to develop a dialogue with the stakeholders.

Contact: Carli Bunding-Venter, cventer@worldbank.org

Optimization of Emergency Service location, San Diego

Client: City of San Diego

Start and completion date: 2019

Key Staff: Guillermo Velasco - Project leader

Description of services provided: CAPSUS collaborated with the City of San Diego's Performance and Analytics team and developed a forecasting model for emergency medical services (EMS) that accounted

for time and seasonal variations in the location of the population. The model aimed to restore the service level of the EMS department to reduce response time.

Contact: Zaira Razu, zrazu@ucsd.edu

Air Quality Improvement Program of the Mexico City Metropolitan Area 2021-2030

Client: Mexico City's Ministry of the Environment (SEDEMA) and the Megalopolitan Environmental Commission (CAME)

Start and completion date: March 2020 - August 2021

Key Staff: Guillermo Velasco - Project Coordinator, Antares Velázquez - Design

Description of services provided: The Program comprises an air quality diagnosis carried out in the study area, which included the analysis of the results of an emissions inventory, local stakeholders, and governance frameworks, budgetary and operational capacities, and the results of local atmospheric monitoring. Based on the diagnosis, the metropolitan strategy was developed to reduce the emission of local air pollutants, reverse deterioration trends, protect the population's public health, and strengthen monitoring activities. The public policy strategies and measures included in the Program were evaluated and prioritized in terms of emissions reductions and implementation costs.

Contact: Patricia Camacho Rodríguez, pcamachor@sedema.cdmx.gob.mx

Technical Guidance in the Development of Climate Action Plans

Client: The International Urban Cooperation (IUC) program and the European Commission

Start and completion date: August 2019 - November 2020

Key Staff: Guillermo Velasco - Team Coordinator, Daniela Evia - Capacity Building Expert, Antares Velázquez - Design.

Description of services provided: Five Mexican cities were trained to prepare their local Climate Action Plans. The services included the compilation of a GHG emission inventory, a climate risks, and vulnerabilities assessment, the development of climate mitigation and adaptation strategies and actions, the evaluation and prioritization of the proposed measures, and communication and stakeholder engagement strategies.

Contact: Eugenia García, egarcia@iuc-na.eu

Social Communication and Participation Strategy for Asunción, Paraguay

Client: Inter-American Development Bank

Start and completion date: September 2019 - May 2021

Key Staff: Daniela Evia - Project Coordinator

Description of services provided: In collaboration with the IADB to publish a Technical Note about the Social Communication and Participation Strategy, designed for 2019-2021, for a project in Tacumbú, Paraguay. The CAPSUS team worked closely with IADB to create a comprehensive document detailing their previous work in Asuncion, which also contained valuable insights and lessons learned. This document was designed to guide and inform future projects in the region, ensuring that similar endeavors can benefit from the team's experience and knowledge.

Contact: Márcia Casseb, marcias@iadb.org

5. Proposed Personnel & Staff Qualification

CAPSUS is formed by a multidisciplinary team. This gives us the capacity to tackle tasks that require different fields of expertise. The team will be led by Guillermo Velasco. We continuously work with renowned institutions such as the World Bank, the Inter-American Development Bank, the GIZ, the

European Commission, C40 Cities, and the International Urban Cooperation Program. We also have experience working with subnational government entities in several countries around the world and are used to working in different cultural, political, and institutional contexts, at technical and political levels.

The following section includes links to the résumés of the proposed staff as well as a table with their daily rates.

- **Guillermo Velasco** – Team Leader. Policy and Urban Climate Specialist. - [GV CV \(2023\)](#)
- **Andrea González** – Climate Change Specialist. - [AN CV \(2023\)](#)
- **Daniela Evia** – Stakeholder’s Engagement Specialist. - [DE CV \(2023\)](#)
- **Ricardo Ochoa** – Climate Change Specialist. - [RO CV \(2023\)](#)
- **Louise David** – Urban Planner - [LD CV \(2023\)](#)
- **Margaret Scott** – Urban Planner. - [MS CV \(2023\)](#)
- **Antares Velázquez** – Information and Effective Communication Design - [AV CV \(2023\)](#)

8. Detailed list of similar engagements

Table 1 Experiences of CAPSUS and Climate view that most align to the TDRs scope

Key firm experience/experiences	Low carbon development	Urban planning	Land/property development	Climate risk management	Low carbon and climate resilience
Supporting the Implementation of Nationally Determined Contribution-Cities and Climate Change in South Africa (March 2022 – April 2023)	X	X	X	X	X
Facilitation package for emission reduction scenarios - Climate Action Planning in Latin America (Sep 2020 – March 2021)	X	X		X	X
Green, Low carbon, and Climate Resilient Pristina, Kosovo (Apr 2021-Feb 2022)	X	X	X	X	X
Bulgaria Compact Cities ASA urban growth/shrinkage scenario exercise (April 2022 - February 2023)	X	X		X	X
Social Communication and Participation Strategy for Asunción, Paraguay (2019-2021)		X	X		

Key firm experience/experiences	Low carbon development	Urban planning	Land/property development	Climate risk management	Low carbon and climate resilience
Location Suitability of Subsidized Housing in Indonesia (Jul – Dec 2020)	X	X	X	X	X
Optimization of Emergency Service location, San Diego (2019)		X			
Urban Planning Tools as Agents of Change: Collaborative spatial data for sustainable urban development in Indonesia (Sep 2018 – Sep 2019)	X	X	X	X	X
Urban Scenarios for the Urban Resilience Strategy of Colima (May 2018 – Oct 2019)	X	X	X	X	X
Urban Growth Scenarios Palestine (March 2018 – Apr 2019)	X	X	X	X	X
Sustainable Local Development Guide (Apr – Oct 2011)	X	X	X	X	X
Air Quality Improvement Program of the Mexico City Metropolitan Area 2021-2030 (March 2020 - August 2021)	X	X			

Key firm experience/experiences	Low carbon development	Urban planning	Land/property development	Climate risk management	Low carbon and climate resilience
Urban Planning Tool for the reduction of emission of air pollutants (Sep 2018 – Dec 2019)	X	X			X
Growth Model for Cities: Towards Compact Cities - Abidjan, Semarang and Denpasar (Sep 2017 - Dec 2018)	X	X	X	X	X
Urban Growth Model and Sustainable Urban Expansion for the Hashemite Kingdom of Jordan (Apr-Dec 2017)	X	X	X	X	X
Regional Guidebook for Climate Action Planning in Mexico (July 2020-February 2021)	X	X		X	X
Metropolitan Urban Planning Tool Mexico (Aug 2017-Jun 2018)	X	X		X	X
Technical Guidance in the Development of Climate Action Plans (Aug 2019 - Nov 2020)	X	X		x	x
Mexico City's Resilience Strategy (Jan 2014 - Apr 2014)	X	X		X	X
Climate Action Plan for Mexico City (Sep 2012-Oct 2013)	X	X		X	X

Key firm experience/experiences	Low carbon development	Urban planning	Land/property development	Climate risk management	Low carbon and climate resilience
Guides for the Evaluation and Design of Local Climate Action Plans (Oct 2012-2013)	X	X		X	X

Annex 1. Institutional CV

CAPSUS Institutional CV - [CV CAPSUS ENG 2023](#)

CAPSUS Web-Site - www.capsus.m



ELECTRONIC

Comprehensive Planning Services



Prime Firm:
Calvin, Giordano & Associates, Inc.

Due Date and Time:
August 18, 2023 at 12:00 PM

Primary Contact
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Calvin, Giordano & Associates, Inc.
A **SAFEbuilt** COMPANY

Building Code Services
Civil Engineering / Roadway
& Highway Design
Coastal Engineering
Code Enforcement
Construction Engineering &
Inspection (CEI)
Construction Services
Data Technologies &
Development
Electrical Engineering
Engineering
Environmental Services
Facilities Management
Grant Management &
Writing
Geographic Information
Systems (GIS)
Governmental Services
Indoor Air Quality (IAQ)
Landscape Architecture
Planning
Project Management
Redevelopment &
Urban Design
Surveying & Mapping
Transportation & Mobility
Transportation Planning
Water / Utilities Engineering
Website Development

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August 18, 2023

City of St. Pete Beach
John Taylor
St. Pete Beach Procurement Manager
jtaylor@stpetebeach.org

Re: Request for Letters of Interest and Qualifications - Comprehensive Planing Services

Dear Selection Committee,

Calvin, Giordano & Associates, Inc. (CGA) is pleased to submit for your consideration our qualifications to evaluate the existing Comprehensive Plan to the City of St. Pete Beach (City). CGA is a multidisciplinary firm that specializes in providing a range of professional planning, urban design, master planning, transportation, engineering, and landscape architecture services to both public and private sector clients throughout Florida, including the City of St. Pete Beach. We have a strong presence in the Tampa Bay Region, with our Clearwater office located at 13535 Feather Sound Drive, Suite 135, Clearwater, FL 33762, serving as the office responsible for this contract.

For over **85 years**, CGA has been providing consulting services to a wide range of government clients. With over 370 employees, including a Planning Department consisting of eight (8) AICP-Certified Planners and current contracts with over 60 governmental entities, our firm provides a wide range of services typical of a much larger firm, but with the personalized attention of a smaller firm. At CGA, client relationships, knowledge of the work at hand, budgets, and schedules are paramount. For Comprehensive Plan projects, CGA executes a Project Management Plan to ensure ongoing customer satisfaction.

CGA's complete suite of services and inclusive public engagement expertise allows us to address the multiple interrelationships between planning and land use, transportation, sustainability, environmental issues, urban design, and economic and community development considerations. Our focus for the City's Comprehensive Plan update is on Livability, Resiliency and Prosperity. This multidisciplinary approach assures that all aspects of this comprehensive planning project are consistent with the community's vision, internally consistent and attainable, consistent with other agency requirements, and compliant with the requirements of Chapter 163, F.S. CGA also has the in-house resources in other disciplines to support additional work that may be needed under this contract.

Over the last decade, CGA has completed numerous Evaluation and Appraisal Reports, plan amendments, and Comprehensive Plan updates for communities throughout Florida. Recent successful projects include comprehensive planning projects for the cities of Belleview, South Pasadena, Belleair, Tarpon Springs, Wilton Manors, Lauderhill, and Miami.

We have assembled a multidisciplinary team of qualified professionals, possessing the diversity of technical skills required for this contract. Team members have worked together to build a long resume of providing outstanding solutions for our clients.

Should CGA be selected to provide services under this contract, I, Chris Giordano, will serve as the Principal-in-Charge, and I am authorized to make representations for the company.

Mr. Luis Serna will be the primary contact for project management and contract operations oversight. He is Ms. Adkin's operations counterpart and will be an alternate contact, but the primary contact for contract operations oversight. He will be responsible for ensuring increasing client and employee satisfaction levels while improving the workforce's efficiency, service, and technology throughout the contract.

In the role of Account Manager, Ms. Jessica Adkins will provide contract oversight and act as an intermediary between CGA and the City to meet the City's needs for information, support, and assistance. In turn, Ms. Adkins helps CGA to better understand the City's needs, expectations, and difficulties.

By submission of this proposal CGA, certifies that this proposal will remain in effect for ninety (90) days from the proposal due date. Should CGA be selected to perform these services we respectfully request the opportunity to negotiated the terms and conditions of the contract with the City.

Please find herewith our contact details:

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President

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[Jessica Adkins](#)

Account Manager

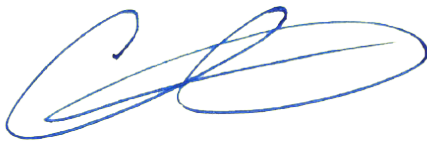
JLAdkins@safebuilt.com

T: 407.630.2859

We are excited to respond to this request and know that given the opportunity, the City of St. Pete Beach will benefit from our range of expertise, our extensive experience in the industry, and our collaborative and innovative approaches to problem solving. You will find, through the due diligence process of CGA's provided references, that client satisfaction remains our underlying theme and is the most important part of any statement on past performance.

Sincerely,

[Calvin, Giordano & Associates, Inc.](#)



Chris Giordano
President



Qualifications and Experience of Staff

LUIS SERNA, AICP, LEED AP BD + C

Project Manager

Years of Experience: over 30 years of experience

Degree: Graduate Studies in Urban and Regional Planning, University of Miami, Coral Gables, FL; BS, Economic with an emphasis in Economics of Industry, Florida State University, Tallahassee, Florida

Licenses / Registrations / Affiliations: AICP No. 013237

Mr. Serna has over 30 years of experience in land planning consultation for public and private sector clients. Mr. Serna is the Planning Director at CGA and is responsible for the planning operations of the Tampa Bay office. He provides planning services to local governments including site plan and permit reviews; land development code and comprehensive plan updates; preparing neighborhood and special area plans; reviewing and preparing staff recommendations on applications for rezoning, plan amendments, site plans, development agreements, special exceptions, and variances. He also provides planning consultant services to private clients including site feasibility and entitlement studies; preparation of land use amendments and rezoning applications; and consultation on special exceptions, variances, and other development applications.

JAMES "JIM" HICKEY, AICP

Director of Planning

Years of Experience: over 25 years of experience

Degree: Masters in Urban and Regional Planning (MURP) Virginia Commonwealth University, Richmond, VA | B.S., Geography and History University of Massachusetts, Boston, Massachusetts

Licenses / Registrations / Affiliations: AICP No. 015985

Mr. Hickey leads our main planning office and has over 25 years of planning experience in municipal as well as county government. He has experience in comprehensive planning, site development reviews, architectural review, zoning code amendments, comprehensive plan amendments, form-based codes, data and analysis, Geographic Information Systems (GIS), and preparation, creation and implementation of CRA and DRIs regulations. Mr. Hickey acts as the Director of Development Services for the City of Weston and the Planning Director for the City of Lighthouse Point. Mr. Hickey works with a number of communities on large-scale projects to provide technical planning expertise on how to allow for development while balancing the needs of the existing community.

DAVID "DAVE" DIXON, AICP

Planning and Urban Design

Years of Experience: 11 years

Degree: Master of Arts, Urban Planning, University of California, Los Angeles; B.A., Geography, University of California, Santa Barbara

Licenses / Registrations / Affiliations: AICP No. 028501

Mr. Dixon recently joined CGA's Planning Department after 11 years of practicing planning across the US and Canada. His experience includes comprehensive planning, redevelopment planning, urban design, site planning, land use code updates, development review and neighborhood/sub-area planning, also contributing a specialty in Geographic Information Systems (GIS). Dave has provided planning services for municipalities, counties, states/provinces, and the federal government as well as for the private sector as an urban planning consultant.



Qualifications and Experience of Staff

SILVIA VARGAS, FAICP, LEED AP Principal Planner and Public Outreach

Years of Experience: over 27 years

Degree: Master of Urban Planning, University of Kansas (1993) | Bachelor of Arts, Architectural Studies, University of Kansas (1991)

Licenses / Registrations / Affiliations: AICP No. 087875

Ms. Vargas has over 27 years of experience in managing planning processes in the U.S. and abroad. She joined Calvin, Giordano & Associates as a Principal Planner after running her own consulting firm, SEVCP. Previously, she was a senior professional at WRT Planning & Design. Ms. Vargas's practice spans everything from region-wide, county and city comprehensive plans, vision statements, and strategic action plans, to studies at the system, downtown, district, corridor, neighborhood, and site scales. Ms. Vargas is a skilled and creative facilitator who specializes in designing creative public engagement tools. Her work has been recognized through numerous awards and speaking opportunities.

VICKKI PLACIDE-PICKARD Planning and Grant Administrator

Years of Experience: over 15 years

Degree: Master of Public Administration, Florida Atlantic University, Boca Raton, FL 2009; Bachelor of Science, Health Administration, minor in Business Administration, Florida Atlantic University.

Licenses / Registrations / Affiliations: Certified Housing Development Professional- Certification No. 0812-013

Ms. Placide-Pickard has over 17 years of public sector experience in Community Development. She specializes in Affordable and Workforce Housing Development programs, Economic Development Strategies, Neighborhood Planning, Public Engagement and Grant Administration. Ms. Placide-Pickard provides urban planning services and grant management services to local governments including: site plan review, land development code updates, comprehensive plan updates and amendments, rezoning, housing studies facilitating public outreach, strategic visioning, grant writing and grant administration.

ALEX A. DAVID, AICP Principal Planner

Years of Experience: over 35 years

Degree: MBA, Barry University; BSc Geography (Urban Planning), Pennsylvania State University

Licenses / Registrations / Affiliations: AICP No. 015953; APA No. 116051

Mr. David brings expertise acquired over many years with both private and public planning organizations. Having formerly worked with the Miami-Dade County Planning Department and Office of the County Manager and Miami-Dade Public Schools he specializes in both current and long-range planning and development issues. During his tenure as a consultant, Alex has had the privilege of assisting Miami-Dade County and 22 of the County's 35 municipal governments in planning and zoning matters, development projects and specials projects. Alex also has a reputation for building intergovernmental partnerships. He has also served as the Interim Community Development Director for the Town of Cutler Bay and as Interim Zoning Administrator for the City of North Miami where he was staff to the Board of Adjustment.

GIANNO FEOLI, ASLA Urban Design and Public Outreach

Years of Experience: 23 years

Degree: Florida International University (FIU) School of Architecture Miami, Florida B.A., Architectural Studies Florida International University (FIU) School of Architecture Miami, Florida

Licenses / Registrations / Affiliations: American Society of Landscape Architects

Mr. Feoli leads the Landscape Department in creative design strategies for urban environments with specialties including urban design, contextual analysis, and branding. He has experience in coordinating design implementation within built-out urban environments, public outreach, and report preparation, where he will lead the effort in the creation of a graphically-rich, easily legible report. His experience has encompassed a wide array of project-types, and his strengths lie in client responsiveness, project organization, public outreach, connectivity plans, streetscapes and urban interventions, park design, and form-based urban designs and planning strategies.



Qualifications and Experience of Staff

GRAHAM E. LONG, AICP Planner

Years of Experience: 16 years

Degree: B.A. American Studies: the Built Environment and Urban & Regional Planning, The George Washington University, Washington, D.C.)

Licenses / Registrations / Affiliations: AICP No. 32840

Mr. Long has over 16 years of experience in Planning and Government Relations. He has experience ranging from Public Outreach and Intergovernmental Affairs, to Comprehensive Planning and Development, Land-Use Regulation, and Share Services Initiatives. As an advisor to elected officials, he has developed and implemented policies such as green energy initiatives infrastructure improvements, downtown revitalization, sustainable growth, community development and neighborhood preservation. Working as a political consultant, he has experience with all levels of government, navigating bureaucracies and building out new processes and initiatives. He has assisted with 2020 Census outreach coordination, comprehensive plan updates, zoning code development, hazard mitigation planning, energy efficiency programs, and local/regional transportation mobility.

DAVID STAMBAUGH, PE DBIA Infrastructure

Years of Experience: Over 23 Years

Degree: Bachelor of Science in Civil Engineering, University of Central Florida

Licenses/Registrations/Affiliations: PE No.: 70757; Florida Stormwater, Erosion and Sedimentation Control Inspector;

With more than seven years of construction experience followed by fourteen years of design and project management, Mr. Stambaugh has developed a strong understanding of the engineering profession and necessary skills to successfully complete a variety of projects with varying degrees of complexity. He is experienced in the design of both public and private engineering projects, including the design of water and wastewater treatment plant expansion and rehabilitation, the design of sanitary sewer collection and transmission systems, replacement and improvements design for drinking water distribution systems and booster stations, and the design of storm water management systems, roadways, and parking lots.

NORWING HERNANDEZ GIS Technician

Years of Experience: 5 Years

Degree: Bachelor of Geography, Florida International University

Mr. Hernandez is a recent graduate of Florida International University and has two years' experience in Geographic Information System (GIS) technologies as an intern and technician. His experience ranges from various public works projects done for the City of Weston, which included asset location inspections, area calculation of city sidewalks, and digitizing assets (mast arms, street lights, sewer lines, etc.). He also previously tutored GIS students at FIU, assisting them with data extraction and mapmaking (symbolology, choropleth, kernel density, etc.).

PABLO CHON KAN-MUNOZ, PE Transportation

Years of Experience: 6 Years

Degree: Masters in Civil Engineering, Florida Atlantic University, Boca Raton, FL; Bachelors in Civil Engineering, Universidad de Costa Rica, San Jose, Costa Rica

Pablo has six (6) years of experience as traffic engineer. He holds a master's degree in Civil Engineering with emphasis on Transportation from FAU and experience on traffic operations, traffic signal design, and automated vehicles. He has worked with state and local agencies developing capacity studies, designing intersections, developing micro mobility studies, and evaluating projects from the traffic point of view.



Qualifications and Experience of Firm and Detailed List of Similar Engagements

FIRM OVERVIEW

With more than 370 employees, Calvin, Giordano & Associates, Inc. (CGA), a SAFEbuilt Company is a full-service company that provides planning, urban design, GIS, engineering, transportation, and a broad range of municipal services. Our internal multidisciplinary capabilities and collaborative approach facilitates a seamless examination of the interrelationships between land use, mobility, utilities, urban design, environment, economy, and equity to address community livability and resiliency in a holistic manner.

CGA's Planning Practice consists of nine (9) AICP-certified planners and other planning staff that manages contracts with over 60 governmental entities. Over the 85 years of the company's history, CGA has helped dozens of local governments to create and update their comprehensive plans, as well as providing them with implementation tools such as land development codes, design guidelines, urban form studies, and others. Our track record of success has earned us a reputation for advancing the art and science of comprehensive planning by successfully helping small communities achieve their unique visions, goals, and sense of place. We have the in-house resources and other disciplines to support work needed to prepare the comprehensive plan including civil and transportation engineering, environmental planning, GIS and urbanism. Our professionals are vastly experienced in ensuring all aspects of a planning process remain consistent and compliant with enabling planning legislation.

CGA's success in creating comprehensive plans that get adopted and implemented, stems in part from the tailored approach which we take with each project and the emphasis placed on planning with the community. We do not create cookie-cutter plans. As consultants, we consistently stand out among competitors for three key qualities that keep our clients coming back:

- ✓ We are *problem-solvers, out-of-the-box thinkers, and consensus builders*. Our commitment to, and track record of offering our clients "exceptional solutions" (our company tagline) has allowed us to become a premier leader in government services.
- ✓ We bring a *unique "insider" perspective* to our consulting work for public sector clients because most of our professional personnel previously worked as building, planning, zoning, community development, transportation, or public works staffers and directors in municipal government and have even served as City administrators; and
- ✓ We are *nimble, adaptable, and highly responsive*. Not only are we known for being accessible and available to our clients, but we are quick to act on client requests.

PLANNING PHILOSOPHY

CGA's philosophical approach to providing professional planning services is underpinned by three pillars:

1. **Personalized approach:** This is always based on extensive research into the context and conditions that result in development character and patterns that are responsive to the uniqueness of each community. We do not subscribe to formulaic, cookie-cutter approaches, because every community is distinctive. Custom Exceptional Solutions is the core of our business. Accordingly, for this assignment we have designed an approach that is tailored to the expectations of the City, based on the RFP, and our current understanding of the issues. However – because we know that we don't know everything — the methodology we propose has enough built-in flexibility to accommodate change.
2. **Public engagement-driven process:** Planning is by nature a process – one that includes information, education, conversation, and reaction. Often the process is as important to the ultimate success of the project as the product itself is. For this reason, we believe that community engagement is the main driver of the planning process and the key to the success of the plan during and after the completion of the project. Our public engagement methodology will be a customized kit of tool and techniques that fit the City's context and the RFP's requirements. We are committed to equity and inclusivity in the public engagement process, providing opportunities, information and deliverables that are accessible to all.
3. **Implementation focus:** As a full-service firm, CGA can provide a soup-to-nuts approach to many types of assignments. This means we are not only planners working at the policy level; we focus on implementability from the inception of the project. It is for this reason that in many communities, after the comprehensive plan is complete, we have gone on to help craft implementation tools and progress measures – including best practice toolkits, zoning codes, overlay districts and design guidelines, economic development strategies, beautification initiatives, capital improvement programs, and performance metrics and indicators. We have designed and built community wayfinding, gateway features; we have helped improve roads; we have updated water and sewer systems and upgraded existing parks or created new ones. We know what it takes to turn planning studies into tangible results, whether in better regulatory or administrative



processes, successful programs, improved community relations, or built projects.

Project Management and Team Organization

CGA will serve as the prime consultant on this assignment. Our project management approach assigns communication between the City and the consultant team, coordination of the process, and responsibility for quality control of the work to Project Manager Luis Serna, AICP.

Mr. Serna is responsible for the planning operations of the Clearwater/Tampa Bay office. He provides planning services to local governments including site plan and permit reviews; land development code and comprehensive plan updates; preparing neighborhood and special area plans; reviewing and preparing staff recommendations on applications for rezoning, plan amendments, site plans, development agreements, special exceptions, and variances.

CGA has a proven record of meeting and exceeding project scheduling and budget goals. The key to our success is our project management system, which includes stringent in-house quality assurance and quality control standards, document control, and project plan execution. We utilize the Ajera platform to manage the full project lifecycle of each project or work order. As one of our project management tools, the system controls all aspects of the project including accounting, project management, and resource utilization in real-time. This system is web-based, allowing both internal and remotely placed employees full function capabilities via any Internet connection. The system not only keeps a "live" accounting of all our projects budgets, earned to date, work in progress, and estimate to complete, but it also allows Project Managers to assign, resource-load and adjust our staff and projects.

Our team's collective experience is eminently suited to lead the kind of innovative, aspirational, and pragmatic planning process that we perceive the City is seeking. We combine nimbleness and personal touch with the capacity, experience, and technical strength needed to help the comprehensive plan process succeed.

Experience with Comprehensive Planning

CGA's multidisciplinary team members have worked together to build a long resume of providing comprehensive and neighborhood planning services throughout our many years of experience. An important component of those plans and long-term visions typically includes analyses and discussions on environmental protection, redevelopment, housing opportunities, improving neighborhoods, building upon existing community character, coordinating infrastructure improvements and maintaining and improving quality of life.

Our Team will review for consistency with regulatory provisions, as well as consistency with the adopted Comprehensive Plan and existing neighborhood plans to ensure compatibility. The CGA Team has collectively completed hundreds of

comprehensive plans, regulatory updates, district plans, housing studies, and other types of relevant plans over the past several decades. Below is a sampling of CGA's experience from the last 5 years:

- City of Oldsmar
- City of Belleview
- City of Ann Maria Island
- City of South Pasadena
- Town of Belleair
- City of Weston
- Town of Surfside
- Town of Medley
- City of South Miami
- City of Pompano Beach
- St. Lucie County
- City of Lauderhill
- City of Wilton Manors
- North Bay Village
- Town of Indiantown



CGA Open Forum Event



Calvin, Giordano & Associates, Inc.
A SAFEbuilt COMPANY

Client
City of Oldsmar
100 State Street
Oldsmar, FL 34677

Contact Information at Time of Project:
Tatiana Childress, AICP, CFM
Planning and Redevelopment Director
Tel: 813.749.1115
Email: TChildress@myoldsmar.com

Project Date
2021 (On-going)

Services Provided
Comprehensive Planning
Land Development Regulations

Project Manager
Luis N. Serna, AICP, LEED AP BD+C

Client
City of South Pasadena
7047 Sunset Drive South
South Pasadena, FL 33707

Contact Information at Time of Project
Carley Lewis, MMC
City Clerk/Administrator
Tel: 727.347.4171
CLewis@mysouthpasadena.com

Project Date
2011 - Ongoing

Services Provided
Comprehensive Planning and
Implementation
Special Area Planning and
Implementation
Zoning Code Development,
Implementation and Administration
Staff to City Boards
Comprehensive Plan and Land
Development Code Amendments
Permits and Plans Review
Land Development Code Update

Firm's Fees
\$ Not Applicable

Construction Cost
\$ Not Applicable

COMPREHENSIVE PLAN EVALUATION AND APPRAISAL REVIEW | COMPREHENSIVE PLAN AND LAND DEVELOPMENT CODE UPDATE



Oldsmar, FL

CGA recently completed the Evaluation and Appraisal Review report of the Comprehensive Plan which was accepted by the City. CGA was awarded the contract to prepare a complete update of the Comprehensive Plan including the data and analysis sections of the Plan.

Previously, CGA prepared Comprehensive Plan and Land Development Code revisions to allow implementation of a development plan to create an identifiable and walkable downtown for a 40+ acre portion of the City's Community Redevelopment Area (CRA). The project required extensive coordination with Forward Pinellas, the regional planning agency for Pinellas County. The revisions also needed to be consistent with the City's CRA plans and the Countywide Rules and Plan. CGA's services included transmittal to and coordination with the Florida Department of Economic Opportunity and other reviewing agencies.

CONTINUING PLANNING SERVICES

South Pasadena, FL



Corridor Redevelopment Plan

In an effort to help attract businesses to the City and promote revitalization along its main traffic artery, Pasadena Avenue (S.R. 693), the City of Pasadena adopted the Pasadena Avenue Corridor Redevelopment Plan prepared by Calvin, Giordano, and Associates in 2012. This Plan provided a framework upon which to build details of a redevelopment effort to be implemented over time for the corridor.

Evaluation and Appraisal Report Amendments, Update to Comprehensive Plan and Land Development Code

Upon completion of the Pasadena Avenue Corridor Redevelopment Plan, CGA was tasked to complete the following work products:

- A Preliminary Corridor Concept Plan;
- Comprehensive Plan Amendment to Incorporate the Concept Plan Strategies;
- Creation of a New Overlay Plan Map Category – "Planned Redevelopment – Mixed Use"; and
- Establishment of a new zoning district, including design guidelines to implement the Overlay Plan Category.

In addition to providing the City with a fully implementable plan and regulatory mechanism for their main traffic artery, CGA collaborated with the County to ensure South Pasadena would be eligible for recognition under the Countywide Plan for certain mixed-use and density/intensity entitlements that would not have otherwise been available to the City.

CGA was also responsible for preparing Comprehensive Plan and Land Development Code amendments to ensure consistency with the mobility management system adopted by Forward Pinellas in 2015 and to address sea level rise as required by the Florida Legislature in 2015.

General Planning Services

Through an ongoing planning services contract, CGA functions in the capacity as City Planners, reviewing zoning and land use applications, site and development plans, concurrency reviews, transportation planning, land development code and comprehensive plan amendments, and the preparation and presentations of staff reports to the City Commission and appointed Boards.



Client

City of Belleview, Florida
5343 SE Abshier Boulevard
Belleview, FL 34420

Contact Information at Time of Project:

Shawna Chancey,
MPADevelopment Services Director
Ph: 352-245-7021
Email: schancey@belleviewfl.org

Project Date

October 2020 - Ongoing

Services Provided

Evaluation and Appraisal Review (EAR)
Report
Land Development Regulations
Comprehensive Plan Amendments
Technical Assistance Grant Application

COMPREHENSIVE PLAN UPDATE Belleview, FL



Comprehensive Planning

CGA analyzed and identified needed updates to the City's Comprehensive Plan for consistency with Florida Statutes, consistency with other local plans, and to reflect current local priorities. Among other issues the City wanted to address in the update was a desire to create a mixed-use activity center around Lake Lillian, a centrally located lake off of the City's main commercial corridor.

Land Development Regulations Update

CGA is currently working on a comprehensive update of the City's Land Development Regulations. The updates will address needed revisions for consistency with the recently updated Comprehensive Plan. Other issues and priorities currently being addressed include:

- Updated parking regulations to provide flexible standards for unique development proposals and to encourage redevelopment of sites that do not meet current parking requirements.
- Updated zoning use regulations to address current and future economic conditions.
- Updated sign standards to address current legal standards regarding regulation of sign content.

Client

Town of Belleair
901 Ponce de Leon Boulevard
Belleair, FL 33756

Contact Information at Time of Project:

J.P Murphy, ICMA-CM
Town Manager
Tel: 727.588.3769
JMurphy@townofbelleair.com

Project Date

2011 - Ongoing

Services Provided

General Planning

Firm's Fees

\$ N/A

Construction Cost

\$ N/A

CONTINUING PLANNING; PLAN AND CODE REVISIONS; DEVELOPMENT REVIEW Belleair, FL



CGA is the planning Consultant for on-going professional land planning services, site plan and permit reviews, zoning code and Comprehensive Plan updates as needed. Preparation of Mobility Plan and Floodplain Management code regulations and Comprehensive Plan updates.

When preparing and updating community plans, an important part of CGA's efforts are devoted to understanding and respecting important community values and historic characteristics. Our recent experience working with the Town of Belleair over the past several years in dealing with the proposed redevelopment of the historically significant Belleview Biltmore Hotel listed on the National Register of Historic Places is an example of successfully integrating this component of comprehensive planning with the overall interests of the community.

Faced with several proposals to demolish this historic hotel in its entirety, CGA assisted the Town in amending its Comprehensive Plan and Land Development Code to create a planned mixed-use process that required that temporary lodging or hotel use be included in any redevelopment project. More specifically, a key component of the new code required an "historic recognition component" that recognized and respected the historic and architectural significance of the existing hotel.

As a result of this approach, the property was rezoned, and a redevelopment plan approved, that not only provided for continued hotel use, but included preservation, relocation, and restoration of a portion of the existing five-story Belleview Biltmore Hotel structure consistent with the community objectives for historic preservation.

The aforementioned project was successfully completed. The Code and Comprehensive Plan amendments were adopted and accepted by the State.

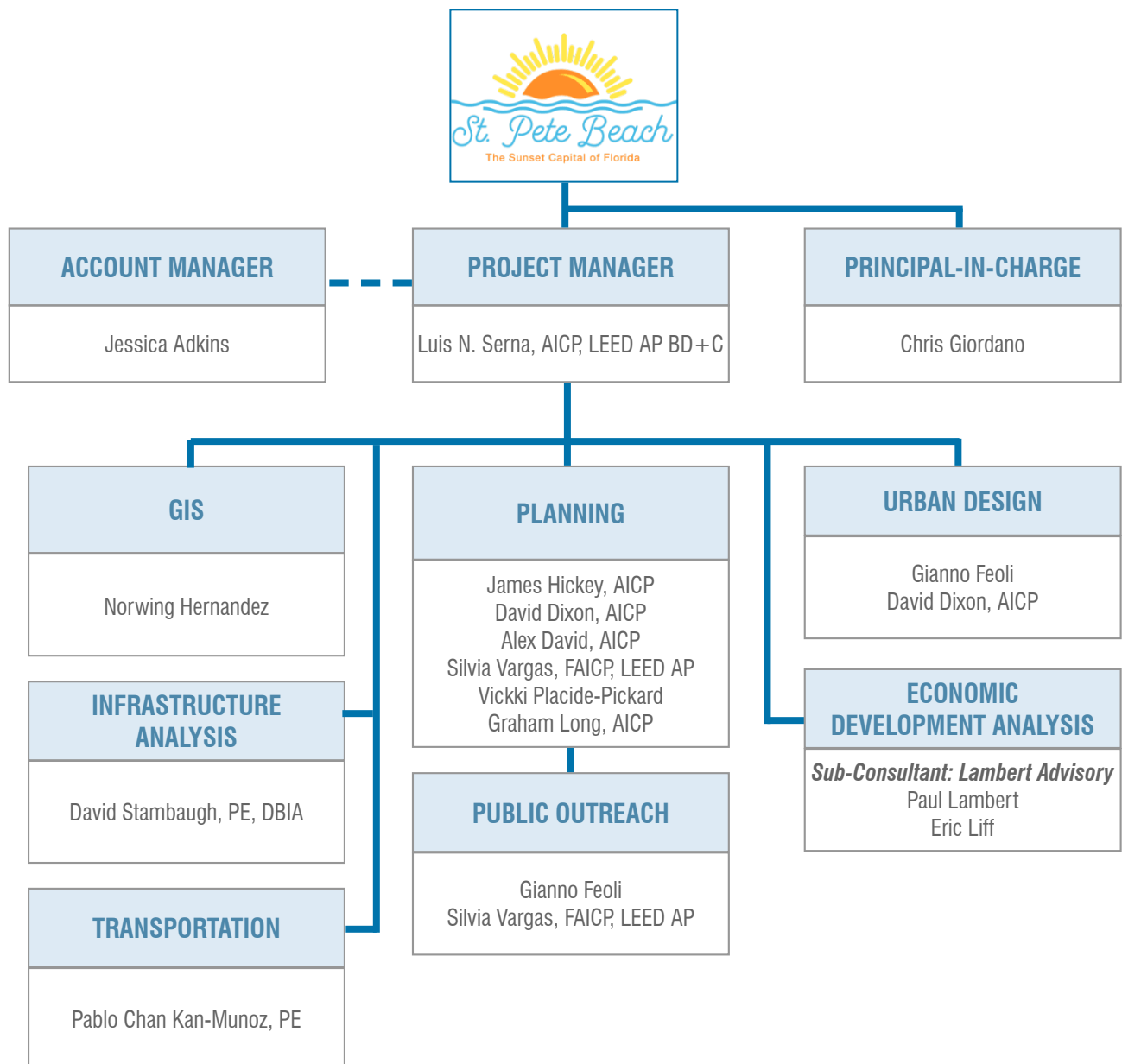


Proposed Team

We have assembled this team of qualified professionals who are all fully committed to dedicating the necessary manpower, expertise, and attentiveness to ensure that the City of St. Pete Beach meets its objectives for this Comprehensive Plan. Mr. Luis Serna will be in regular communication with the appointed representative from the City in order to confirm this commitment and provide them the appropriate project's status and progress updates to make this project a success.

Full detailed resumes of our team of experts can be provided upon request.

ORGANIZATIONAL CHART





Proposed Approach

OVERVIEW

The City of St. Pete Beach is seeking assistance in evaluating and recommending updates to its Comprehensive Plan, including its supporting data and analysis, and its proposed future land use development plans. The City requires recommendations, based on professionally obtained data about existing conditions and future trends, regarding whether the current Comprehensive Plan accurately reflects the vision of the community. These recommendations will be particularly focused upon density and intensity standards within the City.

As a local firm with extensive experience in updating Comprehensive Plans in Florida, our team understands the importance of creating legally defensible yet user-friendly plans that are easy to read, apply, and interpret, and which are based on factual data and are reflective of the community's vision for the future. Our staff is very familiar with the unique character of St. Pete Beach, having provided planning services for St. Pete Beach and many of the surrounding communities. Our experience includes preparing a 2015 density study of the City's Community Redevelopment District.

PROJECT APPROACH

Phase 1: Public Input, Data Collection, and Analysis

Kickoff Meeting with City Staff

This initial phase of the Comprehensive Plan update will be crucial in establishing good benchmarks for the rest of the process. Gaining a full understanding of the successes and failures of the adopted Comprehensive Plan will be the primary focus. In this initial step, we will coordinate and work with City Staff, tapping into their knowledge and understanding of the community and the different planning documents.

To ensure the ongoing success of every project, it is important to designate and to communicate to all parties involved the management responsibilities for the project. At the onset, CGA will designate a project manager who will function as the primary point of contact and will be responsible for directing and coordinating the preparation of work products, final review of deliverables, and managing the project scope, schedule, and budget. CGA will also request that St. Pete Beach designate a project manager from staff who will be the City's primary point of contact, as well as responsible for providing base information to CGA, disseminating the consultant's work product to the appropriate City staff, communicating official direction of the City to the consultant, and providing any necessary updates and communications with City staff, Boards, and the Commission.

During this phase, CGA will engage City staff to determine how the public engagement process can be structured to achieve optimal community input for the City. Logistics regarding the public engagement processes as well as the frequency and

number of meetings will be discussed as well as identifying the City's stakeholders and thought leaders who will be integral in the success of the public engagement process. Potential dates and locations will also be identified to ensure that the public process is as open and inclusive to all residents and business owners within the City. Part of the public engagement process will include utilization the City's website and social media platforms as means of disseminating information as well as providing additional ways for the public and stakeholders to provide comment on the plan and the process.

Existing Conditions and Trends Analysis

The Background Data and Analysis provides the backbone for the Comprehensive Plan's policy framework – the plan is only as good as the quality of the analysis of data and the quality of the sources used. The CGA team has the expertise and experience to lead this component with excellence and deliver a solid foundation for the City's policy decision-making. CGA has built a solid base in the development of Data, Inventory and Analysis sections of many Florida Comprehensive Plans. For this project, our analysis will be particularly focused on population, real estate, and other market trends that will influence how the City will develop in the near-term and long-term futures.

The results of our analysis will be presented and explained in an Existing Conditions and Trends Analysis Report. This report will synthesize the review of the adopted Comprehensive Plan priorities, with the review of resource materials made available by the City, with the latest data on demographics, population, and market projections for the City to 2043, with other infrastructure and system data and information available, and with focus of insights gained from the interviews with key personal and official and through the community outreach meetings.

Public Outreach and Participation

Although our project approach includes opportunities for public participation throughout the Comprehensive Plan update process, we are proposing that a majority of outreach take place during this phase in order to provide the basis for understanding and describing existing conditions and for the formulation of recommendations that will be presented in subsequent phases. In order to identify common concerns and priorities of community stakeholders, we will conduct group or individual interviews with key City personnel and officials which would include individual City Commission members and other appropriate board members and key community stakeholders as identified by the City.

To engage a broad range of the community at-large, we recommend conducting at least two community-wide meetings. The first such meeting would introduce the project and identify major issues of concern and the community's



ideals for the future of St. Pete Beach. From the data we have collected during this phase, we will present likely development scenarios based on market trends and existing land use regulations. The second workshop would build upon the input of the first workshop and would focus on distilling this input into common themes and common visions for the future of the City based on several possible development scenarios. Prior to the initial workshop, we typically provide survey questions to the community at-large via the City's website. We can also include targeted surveys to obtain input from groups that in the past have tended to not be as vocal about planning issues.

The input received from these public engagement efforts will be used to formulate alternative growth scenarios for the next 20 years. By this point in the process, the CGA team will have gained enough insight into the successes and opportunities of the City's adopted Comprehensive Plan; other City resources and documents; the new baseline data; and the various perspectives of key stakeholders and City officials to identify and recommend an overarching Vision Statements as well as key policy recommendations.

Deliverable: Summary of Public Input Process and Outcomes, Existing Conditions and Trends Analysis Report, and Vision/Key Recommendations Report.

Phase 2: Draft Comprehensive Plan Revisions

The CGA team will incorporate the findings of the Existing Conditions and Trends Analysis and Vision/Key Recommendations Report into draft Comprehensive Plan revisions for review and acceptance by the City. These recommendations will be presented as alternative growth scenario options based on the Trends Analysis and on growth preference alternatives presented during the public participation in the previous phase. The draft revisions will first be presented to City staff for review and comment, with any necessary revisions made by CGA prior to presentation to the City Commission for acceptance.

Deliverables: Draft Recommended Comprehensive Plan Revisions Report.

Phase 3: Acceptance of Draft Plan Revisions by the City Commission

CGA will participate in up to two public meetings of the City Commission for acceptance of the Recommended Plan Revisions Report. We will prepare supporting background information and summary material within the Recommended Plan Revisions Report. During this phase, we will also solicit input from the Commission regarding recommended Comprehensive Plan amendments based on preferred growth alternatives identified in the Recommended Comprehensive Plan Revisions Report.

Deliverables: Recommended Comprehensive Plan Revisions Report with Executive Summary and Supporting Meeting Material.

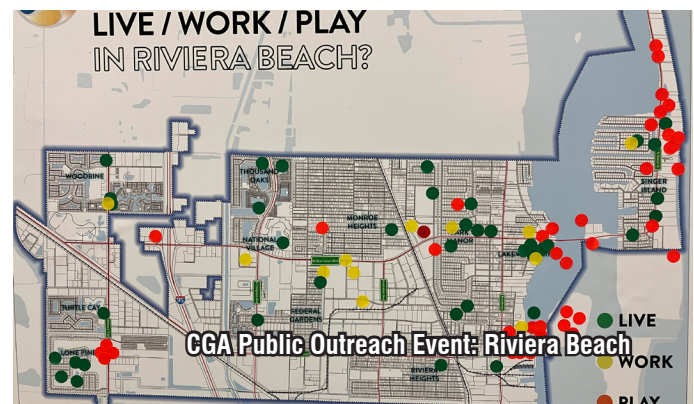
Phase 4: Adoption of Amendments by the City

At the direction of the City, CGA will prepare in strike-through/underline format revisions to the Comprehensive Plan. The drafts of these revisions will be provided to City staff for comment and acceptance prior to presentation to the Commission. During this phase, we will also coordinate with Forward Pinellas to ensure that proposed amendments are consistent with the existing and any possible planned revisions to the Countywide Rules and Maps.

CGA will participate in and provide background material for one Local Planning Agency Hearing and one City Commission Hearing for transmittal of the Comprehensive Plan amendments to the Florida Department of Commerce. CGA will coordinate transmittal of the amendment to the Department of Commerce and other reviewing agencies, and we will coordinate any needed responses to reviewing agency comments.

Following review by the Department of Commerce and other reviewing agencies, CGA will participate in and provide background material for one City Commission hearing for final adoption of the Comprehensive Plan amendments.

Deliverables: Proposed Data and Analysis, and Goal, Objective, and Policy amendments in ordinance format. Project background and an executive summary will be provided for all hearings. Final Data and Analysis; and Goal, Objective, and Policy amendments, including maps, will be provided in an electronic and editable format.





PROJECT SCHEDULE

This schedule is provided for discussion purposes only. Meeting dates will be closely coordinated with the City prior to scheduling.

Scope of Services	2023				2024												2025	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Phase 1: Public Input, Data Collection, and Analysis																		
Project Kickoff Meeting with Staff																		
Existing Conditions and Trends Analysis																		
Public Outreach and Participation																		
Phase 2: Draft Plan Revisions																		
Preparation of Draft Plan Revisions																		
City Staff Review of 1st Draft																		
Revisions to Draft Plan Revisions based on City comments																		
City Review and Acceptance of Draft Plan Revisions (Changes Made by CGA as Needed)																		
Phase 3: Acceptance of Recommendations by the City Commission																		
First Commission Meeting for Review of Draft Plan Revisions																		
Second Commission Meeting for Review and Acceptance of Draft Plan Revisions																		
Phase 4: Adoption of Amendments by the City																		
Preparation of Comprehensive Plan Amendments																		
City Staff Review 1 st Draft																		
Prepare Revisions as Needed																		
Final City Staff Review																		
Planning Board Hearing																		
City Council Hearing – Transmittal of Amendments																		
City Council Hearing – Adoption of Amendments																		

PROJECT BUDGET

St. Pete Beach Comprehensive Planning Services Proposed Budget	
Phase	Total
Phase 1: Public Input, Data Collection, and Analysis	\$ 80,000.00
Phase 2: Draft Plan Revisions	\$ 15,000.00
Phase 3: Acceptance of Recommendations by the City Commission	\$ 30,000.00
Phase 4: Adoption of Amendments by the City	\$ 10,000.00
Total Project Costs	\$ 135,000.00



Calvin Giordano & Associates, Inc.

A SAFEBUILT COMPANY