

Scope of Services

1. Background Information

St. Petersburg is a thriving and eclectic community of over 260,000 persons. It is diverse demographically, economically and culturally and prides itself on being a welcoming and engaging community. The community includes a vibrant downtown, beautiful neighborhoods, rich historic resources, miles of shoreline, world class cultural institutions, award winning parks and recreation systems and a collection of unique destination districts that feature healthy local businesses. The city has a long history of being proactive about its future including physical development and redevelopment, economic development, mobility, infrastructure, sustainability, arts and culture, education, healthy lifestyles, health care and more.

In 2002 the community completed the Vision 2020 process, culminating in City Council's adoption of the formal Vision 2020 document. The project included hundreds of community participants or "citizen delegates," a lecture series, and an intensive three day facilitated charrette. Further details of the process are found in the Vision 2020 document:

<https://www.stpete.org/stpete/vision2020book.pdf>

Responders should familiarize themselves with Vision 2020, which, among other items, is organized around a set of themes with listed descriptions of what success looks like. The Vision also articulates the "City (physical development) Framework" as neighborhoods, corridors and centers, both traditional and suburban in their urban form and character. This framework provided the underlying structure for the City's award winning 2007 Land Development Regulations and citywide rezoning.

Vision 2050 will be a community wide conversation about the future of our City. Mayor Rick Kriseman, with City Council's support, considers an updated Vision 2050 a top priority and has directed his administration to engage the community to make it happen. Mayor Kriseman has proactively worked to make St. Petersburg a progressive, inclusive and collaborative community as expressed in the City Vision Statement:

"St. Petersburg will be a city of opportunity where the sun shines on all who come to live, work and play. We will be an innovative, creative and competitive community that honors our past while pursuing our future."

Follow this link to a brief, slightly dated, video that further articulates the overall City Vision, Pathways and Values:

<https://youtu.be/ZcKPIHepIVg>

Existing special subject/area plans and other documents and project web pages that provide additional background information about St. Petersburg include (with links):

- Vision 2020
<https://www.stpete.org/stpete/vision2020book.pdf>
- Grow Smarter Strategy
<http://www.stpete.com/growsmarter.html>
- State of the Economy 2017
https://www.stpete.org/economic_development/index.php
- New St. Petersburg Pier
<http://www.newstpetepier.com/>
- Downtown Waterfront Master Plan

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http://www.stpete.org/city_initiatives/downtown_waterfront_master_plan.php

- Integrated Sustainability Action Plan (ISAP)

<http://www.stpete.org/sustainability/index.php>

- South St. Petersburg Community Redevelopment Area (CRA)

http://www.stpete.org/city_departments/southside_cra.php

- Intown CRA

https://www.stpete.org/economic_development/redevelopment/intown.php

- Intown West CRA

https://www.stpete.org/economic_development/redevelopment/intown_west.php

- EDGE District Plan

<http://www.edgedistrict.org/edge-master-plan.html>

- Neighborhood Plans

http://www.stpete.org/neighborhoods/neighborhood_plans.php

- Neighborhood Traffic Plans

http://www.stpete.org/transportation/neighborhood_traffic_plans.php

- Tropicana Site Vision Plan

http://www.stpete.org/city_initiatives/tropicana_field_conceptual_master_plan/

- Skyway Marina District Plan

https://www.stpete.org/economic_development/redevelopment/skyway_marina.php

- Historic Resources

https://www.stpete.org/history_and_preservation/historic_resources.php

- FY 2019 Budget in Brief

http://www.stpete.org/city_departments/docs/FY19%20Budget%20in%20Brief%202nd%20PH_FINAL2.pdf

- Integrated Water Plan

https://www.stpete.org/internal-news-detail_T2_R661.php

- Innovation District Vision/Streetscape and Connectivity Plan

http://www.stpete.org/economic_development/redevelopment/innovation_district.php

- Innovation District Web Page

<http://stpeteinnovationdistrict.com/the-district/>

- Central Avenue Revitalization Strategy

https://www.stpete.org/economic_development/redevelopment/central_avenue.php

- Deuces Live/Warehouse Arts District Plan

https://www.stpete.org/economic_development/redevelopment/warehouse_arts_district.php

- Complete Streets Plan

http://www.stpete.org/transportation/complete_streets.php

- Bicycle Master Plan “City Trails”

http://www.stpete.org/parks_and_recreation/city_trails/index.php

- Comprehensive Plan and Future Land Use Map

https://www.stpete.org/planning_zoning/comprehensive_plan.php

- Land Development Regulations and Zoning Map

https://www.stpete.org/planning_zoning/land_development.php

- Forward Pinellas (MPO) Long Range Transportation Plan (LRTP)

<http://forwardpinellas.org/guiding-plans/2040-long-range-transportation-plan/>

- The 2020 Plan

<https://www.2020planstpete.com/>

- One Community Plan

<https://onecommunitystpete.com/>

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- Central Town Center Plan
(new project – no link)
- STAR Communities Report
https://www.stpete.org/sustainability/star_communities.php
- Housing Affordability Initiative
http://www.stpete.org/planning_zoning/current_planning_projects.php
- CityStat
<https://stat.stpete.org/>
- Pinellas Suncoast Transit Authority's (PSTA's) Central Avenue Bus Rapid Transit Project
<https://www.psta.net/about-psta/projects/bus-rapid-transit-brt/>
- PSTA Community Bus Plan
<https://www.psta.net/media/2679/psta-bus-plan-final-report-january-2014.pdf>
- Master Plan for the Gateway/Mid County Area
<http://forwardpinellas.org/spotlights/master-plan-gatewaymid-county-area/>

2. Study Area

The study area is citywide.

3. Preliminary Project Scope Intent

The scope presented herein is intended to provide responders with an understanding of how the City generally would like the process of creating Vision 2050 to be structured. Responders are encouraged, in the “Project Approach” narrative, to use their expertise, experience and creativity to suggest enhancements to this preliminary scope in ways that will better achieve the “successful project outcome” identified below.

4. Project Purpose

Create a Vision that identifies priority issues and outcomes for the 2050 time horizon. The Vision will be created through a collaborative process with all sectors of the community and will address future directions for all priority subject areas or “themes” including but not limited to, and subject to further revision:

a. Preliminary Thematic Framework:

- (1) Quality of Life
- (2) Growth and Development*
- (3) Housing*
- (4) Enhancement of Local Character*
- (5) Sustainability/Resiliency*
- (6) Clean Energy
- (7) Transportation/Mobility
- (8) Infrastructure*
- (9) Social Equity/Economic and Workforce* Development
- (10) Technology/Innovation*
- (11) Parks and Recreation
- (12) Public Safety*
- (13) Education

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- (14) Natural Environment
- (15) Arts and Culture
- (16) Governance
- (17) Health and Human Services
- (18) Appearance
- (19) Neighborhoods
- (20) Partnerships
- (21) Citizen Based Communication
- (22) Insuring/Implementing the Vision
- (23) Social Responsibility*

* Not identified as a theme in Vision 2020

Other thematic subject areas may be identified during the process of developing the Vision and/or some of the previous thematic areas may be eliminated or modified. STAR Community evaluation criteria may be useful in reengineering the priority thematic areas (see below).

b. Alternative Thematic Framework

(based on STAR Community Rating System):

- (1) Built Environment
- (2) Climate and Energy
- (3) Economy and Jobs
- (4) Education, Art & Community
- (5) Equity & Empowerment
- (6) Health & Safety
- (7) Natural Systems
- (8) Innovation

5. Successful Project Outcome

City Council approval of Vision 2050 that is widely praised, accepted and “owned” by the community as the future Vision of the City. The Vision embodies the collaborative work of the community and dynamically communicates the Vision through text, graphics, maps, photographs and other illustrations, and interactive portals including a web page that allow for continuous communication on progress toward the Vision, access to Vision information and community feedback. The Vision should be easily understood and clearly state the community’s preferred directions through goals, recommendations and specific initiatives that are measurable and reasonably implementable. The Vision is not intended to be a deep dive into each thematic area, but rather big picture, long range, level thinking that helps to establish priority directions for the community.

The Vision should also seek to weave together the special area and corridor plans developed and adopted by the City within the last decade or so, including but not limited to; South St. Petersburg CRA Plan, Integrated Sustainability Action Plan, Grow Smarter Strategy, Complete Streets, Integrated Water Plan, Tropicana Site Vision Plan, Skyway Marina District Plan, Central Avenue Revitalization Plan, Downtown Waterfront Master Plan, EDGE District Plan, WADA/Deuces Live Plan, and the pending Central Town Center/34th Street Plan (links to these documents/project web pages, and more, are provided in the Background Information

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section of this Scope of Services, pages 1, 2 and 3).

6. Process to Create the Vision

a. Project Organization and Management

The Mayor's Office has established a **project direction team** and a **project manager**. The project manager is responsible for the day-to-day management of the project and reports directly to the project direction team.

b. Project Framework

The Project Framework is intended to identify the structure and major components and of the project. It is anticipated that the following 6 components, at minimum, are necessary for achieving a successful project outcome:

- (1) Branding and Launching the Project
- (2) Community Engagement and Outreach
- (3) Vision 2020 Progress/Future Opportunities Report
- (4) Educational Seminar Series
- (5) Workshops and Charrettes
- (6) Formal Presentations
- (7) Final Vision

c. Branding and Launching the Project

Creating a brand for, and awareness of, the project is expected to include several items and specific events:

- (1) Creation of project name and logo/graphics
- (2) Finalize project mission, events and schedule
- (3) A complete information dissemination and engagement strategy - Web page/mobile app/online platform (USF OPEN?), etc. (see "Community Access and Communications" below)
- (4) Project launch press conference and media blitz

d. Community Engagement and Outreach

Identify the different platforms and protocols for community access throughout the process. All the bells and whistles should be implemented so that the community engagement and outreach piece of the project is robust. All generations and community sub-groups should be targeted with techniques that are specific to them. These activities will be done in partnership with City Marketing and should be constructed with the idea that engagement will be ongoing during Vision development and *after* Vision adoption.

e. Vision 2020 Progress/Future Opportunities Report

As the community looks toward the future, there should also be a look back to measure what has been accomplished since Vision 2020 was adopted. The best available data and metric information should be used to document Vision 2020 progress and identify new

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trends and issues that will help provide the basis and support for future initiatives. The Report should include only the most salient and informative data that helps emphasize key achievements and new and ongoing issues. Much of this information may already be available in current City metrics analysis (CityStat), the 2018 State of the Economy presentation, the ISAP and STAR City application, etc., and may significantly reduce the need to conduct additional pre-Vision analysis. New research and analysis will be required for a citywide market study, growth opportunities/projections and accommodating future growth opportunities. A pre-vision survey(s) of the community asking general questions about the “state of the city” should also be conducted with the results included in this Report. The findings of this Report should be presented at the first community educational seminar (see below). Responders shall provide a preliminary outline/narrative that details how this task could be accomplished.

f. Educational Seminar Series (Priority Themes/Topics)

The entire community is invited to attend all sessions with each session featuring two presentations; one city representative topic expert and two well known national/ state/regional expert(s), followed by questions and answers (Q&A). The purpose is to educate and inspire the community at stimulating and thought-provoking events. Participants would have the ability to participate in the Q&A or provide written or online/email comments and questions.

Subjects to cover (probably at least five seminars):

- (1) Project Introduction, including discussion of visioning process, and Review of Vision 2020 Progress/Future Opportunities Report (includes results of citywide survey)
- (2) Urban Design and Mobility – expert/panel to discuss urban design and mobility excellence (“land use and transportation”)
- (3) Growth and Community Character – expert to discuss community character in a growth environment
- (4) Sustainable Growth – expert/panel to discuss urban sustainability for coastal cities (infrastructure is included in this discussion)
- (5) Prosperous Community “Grow Smarter Strategy” – expert/panel to discuss St. Petersburg’s economic opportunities and challenges
- (6) Others? (healthy community, affordability and equity, art and culture)

A final list of seminars will be completed and scheduled in collaboration with the Project Direction Team. Sponsors may be identified to cover any costs associated with bringing in speakers, however, that has not been finalized. Proposers should estimate a budget (not a fee) for this component.

g. Workshops/Charrettes and Interactive Exercises (Priority Themes/Topics)

These are interactive table exercises/electronic voting exercises or other techniques for engaging and capturing the community’s thoughts on particular subject areas. Each must be fully documented and reported. These are not intended to be deep dives into the subject area, but rather big picture level thinking that helps to establish priority directions for the community. Skilled facilitation is required, and key community stakeholders must participate. The workshops/ charrettes would generally correspond to the seminar series

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and could be scheduled so that the seminars and workshops occur on consecutive evenings or with a week or so separation.

Workshop/Charrette #1: Confirming the Vision's Focus (thematic subject areas)
Workshop/Charrette #2: Urban Design and Mobility
Workshop/Charrette #3: Growth and Community Character
Workshop/Charrette #4: Sustainable Growth
Workshop/Charrette #5: Prosperous Community "Grow Smarter Strategy"
Workshop/Charrette #6:(healthy community, affordability and equity, art and culture?)

Themes of less focused priority could be addressed in a larger one or two-day breakout table workshop(s) that is focused on including major stakeholders for each thematic area.

Each of the workshops must produce a report. The report should have a consistent template so that the entire Vision document is coherent and consistent. Identifying that template is a key early task. Workshop reports should get disseminated through the platforms established in the Community Access and Communications section of this scope.

h. Formal Presentations of the Vision

A presentation(s) of the DRAFT Vision report should be made as a report and confirmation to the community about what was heard and how it has been organized and documented. This is a major presentation(s) and serves as the last step before completion of the final Vision document.

i. Final Vision 2050 Document w/Dynamic Digital Components

A final Vision is produced and presented by the community to City Council for adoption. The document should be highly produced with process highlights, maps, photos, illustrations and the final theme by theme results in digital and hard copy formats. Digital components should be on-line/available to review with Council. Again, the digital components shall have interactive portals including a web page that allow for continuous communication on progress toward the Vision, access to Vision information and community feedback.

Again, this scope provides a conceptual framework for structuring the process and the vision document, respondents are encouraged to use their expertise, experience and creativity to suggest enhancements to this preliminary scope in ways that will better achieve the "successful project outcome."

7. Estimated Project Budget

It is anticipated that the project budget will not exceed two hundred and fifty thousand dollars (\$250,000) for FY19 and it is anticipated that there will be another \$250,000 allocated for FY20. We have \$250K approved in 2019 budget and will be asking for another \$250K for FY2020