



TITLE: Consider/Discuss/Act on a Resolution Authorizing the City Manager to Execute a Contract with Parsons Brinckerhoff for Professional Services to be Provided in Support of the Northwest Sector Study

MEETING DATE: May 7, 2013

DEPARTMENT: Development Services - Planning

CONTACT: Jennifer Arnold, Planning Manager
Kevin Spath, AICP, Assistant Director of Planning
Michael Quint, Director of Planning

RECOMMENDED CITY COUNCIL ACTION: Approval of the Resolution.

ITEM SUMMARY:

- This Resolution authorizes the City Manager to execute a professional services contract with Parsons Brinckerhoff for the Northwest Sector Study (the Study) for an amount not to exceed \$169,950.
- On February 19, 2013, the City Council discussed a draft scope and budget for the Study. Based on feedback received at that meeting, Staff has worked with Parsons Brinckerhoff to develop the attached proposed Scope of Services, which generally includes the following Primary Planning Tasks:
 1. Project Initiation and Analysis
Task One will focus on gathering initial relevant data, preparing a public involvement strategy, conducting initial physical and market analyses, conducting community and focus group meetings, and identifying opportunities and constraints.
 2. Develop Alternatives and Implementation Strategies with the Community
Task Two will focus on integrating the physical and market analysis findings to create achievable strategies (i.e. tools and financing methods) in order to realize successful development. Task Two will also focus on creating development pattern alternatives for three significant areas with recognized market demand.
 3. Draft a Northwest Sector Plan
Task Three will focus on creating a policy-based Northwest Sector Plan that addresses the project area and its significant corridors to the whole of the

community and its neighborhood; has support from the community; has market reality; and is economically viable.

4. Participation in the Public Approval Process

Task Four will focus on the successful approval of the Northwest Sector Plan and associated amendments to the Comprehensive Plan.

- Public participation will play a key role in completing the Northwest Sector Study. Staff will work with the Consultant team to host several large public meetings, establish a web and social media presence, conduct focused stakeholder meetings, and conduct a visual preference survey. These outreach activities are also included in the Scope of Services under the “Public Participation” heading.
- Staff anticipates that the Primary Planning Tasks discussed above will take between 12 and 15 months to complete. Following execution of the professional services contract, Staff anticipates hosting an initial project kick-off meeting with the consultant team in late May.
- It is important to note that City Council will have the opportunity to stay heavily involved throughout the Northwest Sector Study process. During the Study, Staff will solicit input from City Council and will also provide periodic updates as the Primary Planning Tasks move forward.

Implementation Tasks

- Also included in the proposed Scope of Services are **optional** tasks and costs associated with implementation. Of course, these tasks are dependent on the successful approval of a Northwest Sector Plan and associated Comprehensive Plan Amendments. Inclusion of implementation tasks in the Scope of Services is strictly to provide the opportunity to seamlessly move into implementation should Council so choose and should funding become available.
- The optional implementation tasks generally include the development of regulatory amendments, development of annexation plan amendments/policies, and creation of an infrastructure investment plan.
- The cost for completing these implementation tasks is \$80,051. However, the fixed fee presented today will expire within 12 months of City Council approval of a Northwest Sector Plan. As such, a final scope for implementation must be further defined and approved by the City and Consultant team within 12 months of approval of a Northwest Sector Plan.
- Within 12 months of approval of a Northwest Sector Plan, should a final scope for implementation not be defined and should funding not become available, the fixed fee associated with implementation tasks will expire.

- At this point in time, execution of the proposed professional services contract will not procure services associated with the implementation tasks, nor will it obligate the City to complete or pay for these tasks as part of the Northwest Sector Study.
- At some point in the future, should City Council determine that implementation strategies are necessary, funding for completing the implementation tasks will need to be secured.

BACKGROUND INFORMATION:

The Northwest Sector

- The northwest sector is approximately 25,000+ acres generally located north of US Highway 380 and west of US Highway 75 (including the city limits and extraterritorial jurisdiction) and represents the largest portion of undeveloped property within the City's ultimate planning area. The northwest sector is anticipated to be the focus of new development over the next several decades.
- The Study is an extension of the City of McKinney's 2004 Comprehensive Plan and it will build on the work of the Comprehensive Plan by focusing on this single sector of McKinney. When the Comprehensive Plan was adopted, the northwest sector was just beginning to develop. However, today we are faced with imminent development of this area and there is a need to review and refine the vision that was outlined for the northwest sector in 2004 as part of the Comprehensive Plan.
- The purpose of the Study is to develop detailed plans to address the issues and priorities that the community deems important for the northwest sector. These issues include, but are not necessarily limited to, annexation strategies, infrastructure investment strategies, land use patterns, transportation systems, and economic development opportunities.
- Like the 2004 Comprehensive Plan, the Study must capture the community's vision. The strength of the Study will lie in the participation and input of the citizens to help formulate that vision. However, as the vision is being developed it must be balanced with technical data such as land use development patterns and infrastructure system planning to ensure that it is achievable over time.

The RFQ Process

- From August 30, 2012 to October 4, 2012, the City of McKinney issued a Request for Qualifications (RFQ) - a formal process of soliciting and procuring a qualified professional planning consultant - to assist in the preparation of a planning study for the northwest sector of the City of McKinney (including city limits and extraterritorial jurisdiction).
- Four firms responded to the RFQ. A Staff panel was formed to interview the four firms and evaluate their qualifications. The interview panel consisted of Barry

Shelton, Rick Leisner, Jack Carr, Gary Graham, Michael Hebert, Michael Quint, Kevin Spath, and Ross Altobelli.

- The interview panel scored each firm based on 7 criteria (qualifications, experience, capacity, etc.) and identified the firm of Parsons Brinkerhoff as the most qualified.

FINANCIAL SUMMARY:

- The cost for completing the Primary Planning Tasks associated with the Northwest Sector Study is \$169,950.
- City Council has approved \$150,000 in the FY 2012-2013 Budget for completion of the Northwest Sector Study.
- The Planning Department has approximately \$19,950 available in its Professional Services Account (001-1241-413-8516) to fund the remaining balance.
- Should City Council choose to complete the implementation tasks proposed in the Scope of Services AND should funding become available, the fixed fee for these services is an amount not to exceed \$80,051.
- Currently, funding for the optional implementation tasks is not available in the FY 2012-2013 Budget.

BOARD OR COMMISSION RECOMMENDATION: N/A