

Appendix A: Scope of Services

Scope of Work

I. General: The work to be accomplished primarily involves organizing community outreach efforts and interpreting the data provided by shareholders in the city.

II. Area covered: All the necessary services provided in this contract will support the Comprehensive Plan update for the City of Sugar Hill.

III. Goal: The City of Sugar Hill seeks to provide a rewrite of the existing 2019 Comprehensive Plan, which is due for updating on or before 2/28/2024 as outlined by state law. The planning horizon will coincide with the city's centennial anniversary in 2039. As a result, the theme of the plan and associated long range planning expectations will be framed by this anniversary. As opposed to a traditional major update, the city anticipates that a complete reframing of the Comprehensive Plan will provide the best possible guide to future growth. The plan will highlight the diverse nature of Sugar Hill and will strive to include as many voices as possible. The city anticipates engaging directly with the community in multiple ways, including but not limited to group discussions, one-on-one discussions, and outreach at local venues.

IV. Work Tasks: The City of Sugar Hill will prepare a new comprehensive plan in accordance with requirements outlined by the Rules of Georgia Department of Community Affairs, Chapter 110-12-1: Minimum Standards and Procedures for Local Comprehensive Planning. The primary objectives for this major update are to:

- Comprehensively inventory and evaluate existing conditions and trends related to land use, transportation, recreation, health, safety, technology resources, natural resources, cultural resources, facilities, utilities, and other services in the City of Sugar Hill and surrounding neighborhoods.
- Involve a diverse sample of community shareholders in informative conversations about the future of our community.
- Connect those conversations to a practical but imaginative shared vision that is responsive to the needs and desires of our community.
- Design a work program to ensure the city continues to grow in a meaningful and sustainable way toward that shared vision.

The city requests assistance with the planning, execution, and interpretation of community outreach efforts, to provide the most accurate data about how our community envisions the future. The work to be accomplished under this contract is divided into the following tasks:

Task 1 – Data Research

The offeror will thoroughly research and assess the current make-up of Sugar Hill. The review should include, at least, the following: a review of existing land use, transportation, recreation, education, public health, public safety, technology resources, natural resources, cultural resources, facilities, utilities and other services in the City of Sugar Hill and surrounding neighborhoods in addition to latest quality census and demographic data.

Task 1 deliverables are expected to include complete datasets, digital map products, associated tables and GIS shapefiles, as well as a summary of each of the items listed above to inform the process, present to the public and publish as components of the plan. A complete library of the relevant data products is expected to be captured and published as an appendix to accompany the plan documents upon completion of the project.

Task 2 – Public Involvement

The goal of this task is to develop a local planning outreach process that promotes the involvement of and celebrates the diversity of community voices in the study area, with specific efforts and accommodations to include low to moderate income, minority, and elderly or disabled citizens. The consultant will work with the city to identify the shareholders and facilitate their involvement in the study process. These tasks will be documented throughout the entirety of the process via meeting notices, meeting summaries and other written, digital, audio or video communications.

The public involvement program will be the primary organizing element for the plan process and published work products. Our project team will use the public involvement activities to synthesize the information that we learn through task 1 to discover and articulate how it affects daily life, what makes us tick as a community, the diversity of community personality, what our strengths and weaknesses are, what matters most to each segment of the population, and which values we share community wide. As a tool for framing the conversation about our future, the project team will be expected to present what the future might look like under various scenarios to discuss and determine the most desirable future community vision we can aspire to.

Task 2 deliverables are expected to include staff-assisted canvassing and multimedia production in addition to the standard public involvement activities. These may include brief video presentations and narrated slideshow presentations, recorded individual interviews and focus groups, infographics, web-based survey, etc. A complete library of responses and acknowledgement of public comments is expected to be captured and published as an appendix to accompany the plan documents upon completion of the project.

The public involvement program shall, at a minimum, include the following components:

Project Management Team

The consultant shall establish a Project Management Team, to include a number of representatives as needed by the consultant. This team shall meet, or hold a conference call, monthly with the city, or sooner, to discuss the study progress and advise on public involvement and other planning process issues.

Core Team

A core team will be established that includes the members of the project management team along with a representative from key shareholder groups in the study area. Representatives from community organizations that provide services in the study area should also be included on the core team. The core team will meet monthly.

The key responsibility of the core team is to review and comment on materials to be presented at public meetings, help advertise meetings, and distribute information to the larger community.

General Public Meetings

During the study process, the consultant shall make a reasonable effort to involve all shareholders in the study area, including property owners, residents, business owners and employers/employees. Community input shall be solicited outside of general public meetings. The public involvement process should include a variety of methods, times, and techniques to reach the broadest range of shareholders possible (i.e. workshops, charrettes, forums, surveys, open houses, community events, etc) and should seek to include family and child-friendly formats to the extent possible. The project team and core team must be notified of all meetings taking place.

A minimum of **three (3) general public meetings**, in a format determined by the project team, must be held. The following topics/milestones should be covered by the public meetings (at a minimum):

- Provide overview of study process, the goals of the study, key dates, and opportunities for public input.
- Solicit feedback on the data and analysis elements discussed above as well as goals and objectives of the study.
- Identify visions of the city themed around anticipation of the 2039 centennial anniversary.
- Coordinate with the city and its market consultant to create effective presentations and facilitate community discussions. Discussions should be educational in nature and promote conversation.
- Identify community values beyond a traditional SWOT analysis. Comments and quotes from shareholders and/or community organizations should be included in the executive summary.
- Review preliminary findings and gather feedback.
- Present a draft vision narrative influenced by findings and feedback.

Task 3 – Prepare Plan Documents

The goal of this task is to compile the results of the overall work effort, the study process, relevant findings, and recommendations into a final plan document. The final document(s) may be published as a PDF, website, or other interactive digital tool and shall include the following (not necessarily in this order):

- **Summaries of the plan development process:**
 - a) A description of the study process and methodology, data gathering techniques and findings, and general outcomes.
 - b) A description of the public participation process used to achieve a community-supported program of improvements.
- **Existing conditions summary, including:**
 - a) Maps, concept illustrations, and other graphic representations to support the plan including (but not limited to): the study area, existing land use, future land use, existing transportation facilities, road classifications, and proposed transportation improvements.
 - b) Existing and projected population and employment data, including the following:
 - a. Number of existing and anticipated housing units and population
 - b. Distribution of proposed housing units by type
 - c. Number of existing and anticipated jobs

- c) Square feet of future non-residential development
- d) Identify locations of stream buffers, floodplains, and potential stormwater management issues

- **Implementation Strategy:**

- a) Describe the organizational structure and process that will be used to ensure the action plan items are implemented. Focus should be given to collaboration opportunities with other organizations and strategies to ensure continued support from local elected officials, citizens and businesses.
- b) A 100-day Action plan shall be developed to include no-cost or very low-cost actions and organizational steps needed to keep momentum going. It should encourage continuous shareholder involvement and shared responsibility for the plan's success.
- c) An evaluation process used to monitor plan implementation and update the action plan every five years (or more often if needed) should be identified.

- **Format of Final Deliverables:**

- One (1) printed copy of the complete final report and appendices (8.5"x11")
- PDF file(s) or other digital archive of Final Report and all appendices
- All electronic files in their original formats (e.g. MS Word, Excel, InDesign, etc.) with supporting graphics and GIS shape files.
- Any data associated with the research of all topics in this request, which may be discussed with the city.