



Question Responses for the RFP for Community Visioning Facilitation

April 3, 2019

1. What is the budget for this project?

The City has not pre-determined a budget for this project. We will consider the proposed approach and tasks included in the proposal along with the cost for the services.

2. What is the timeline for the project? (e.g. Project deliverables and their expected due dates)

City Council would like to have the facilitator and members of the Visioning Committee identified by the end of May/early June, with work commencing in June/July. City Council has tentatively estimated that the project will take six to twelve months, which would place completion sometime in the first or second quarter of 2020. This is a preliminary schedule and is expected to be refined by the Visioning Committee in collaboration with the facilitator.

3. Is there a page limit for the proposal?

There is no specific page limit for the proposal. We encourage you to include all relevant information in a concise manner so that the proposal is not unnecessarily long.

4. Have there been any previous studies or community visioning programs in Worthington? Can you provide us with information from the last visioning process?

The City partnered with Worthington Schools and Worthington Libraries (which are separate entities answering to their own governing boards) in 2009-2010 to conduct a community visioning project titled Worthington 360. This visioning effort helped inform the initiatives of each of the three entities. The Worthington 360 report is available at <https://www.worthington.org/DocumentCenter/View/5468/Project-Report-Worthington-360>.

The City has a number of other adopted plans, including the Comprehensive Plan, Wilson Bridge Road Corridor Plan (focused on the City's primary economic/business corridor) and Parks Master Plan. We are in the process of finalizing a Bicycle and Pedestrian Master Plan. These plans can be found at the following weblinks:

<https://www.worthington.org/164/Resources>;

<https://www.worthington.org/259/Parks-Recreation-Commission>;

<https://www.worthington.org/1888/Bike-and-Pedestrian-Master-Plan>

5. Will you provide a list of potential proposers?

We distributed the RFP to a number of different firms and posted it on the American Planning Association's website. The firms that were sent the proposal are:

BAE Urban Economics	Analytica
Michael Baker International	John Glenn College of Public Affairs
Camiros	Align2Market
Page	Cooper Carry
SB Friedman	Future IQ
Teska Associates, Inc.	Market Street Services
Urban Strategies, Inc	Tunnell-Spangler-Walsh & Associates
WSP	PlaceMakers
KKS Advisors	Communica
Management Partners	Fahlgren Mortine
Managing Results	FrazierHeiby
Raymond W. Cox, - Univ. of Akron	MJ2 Marketing
The Novak Consulting Group	MurphyEpson / Engage Public Affairs
Zelos	Pentella Unlimited
Design Impact	Strategic Groundworks
MS Consultants	Joy Kuebler Landscape Architect, PC
Planning NEXT	Deltek
The Collective Genius	Brownfield Listings
Embrace Excellence	Cultural Planning
JMS Leadership	

6. What are the City of Worthington's M/W/B/E participation requirements?

The City of Worthington does not have M/W/B/E participation requirements.

7. Are the City's municipal income taxes applicable to employees who do not live locally?

In Ohio, individuals generally pay income taxes based on where they work. (An individual may also owe taxes where they live depending on the tax code adopted by

the home jurisdiction.) Under Ohio law, occasional workers in a municipality owe income taxes to that municipality if they work on 20 days or more in the municipality during the calendar year. This is called the occasional entrant provision in the tax code. In the case of this project, individuals will owe income taxes to Worthington if you work within our city on 20 or more separate days during the calendar year. The City's Finance Department can provide additional details on tax requirements.

8. Some aspects of this project are out of scope for us, however we'd love to be involved in the project in our area of expertise. Is this an appropriate time to send in a proposal/approach?

We are requesting proposals for the full scope of services described in the RFP. Proposals may include a team representing more than one company in order to fully respond to the RFP. Such proposals should identify the lead consultant and any subconsultants. We are not seeking proposals that address only a portion of the services identified.

9. Do you or have you had a planning firm/communications firm on retainer?

We do not have a firm on retainer for this kind of work. We have continuing consulting contracts with planners and engineers for development review support. Otherwise, contractual services are arranged on a project by project basis.

10. In the past, what has worked best for community engagement for Worthington? Has social media or web-based applications (survey monkey) worked best? Or do your citizens prefer public meetings?

We depend on all of these tools for public engagement and do not favor one over another. While we do tend to get good attendance at our public meetings, there are many citizens who prefer electronic methods of engagement. We feel it is important to offer a broad range of options because there is not one preferred method of engagement used by the majority of our residents. We are committed to engaging a maximum portion of the population.

11. Does Worthington have high speed fiber optics or plans to install?

The City owns high speed fiber that connects the City-owned buildings. There are extensive private fiber networks within Worthington.

12. Your City resolution for this project talks about renewed vision. What was the original vision or last vision from 10 years ago?

A community vision was adopted in the Worthington 360 initiative noted in question 4 above. The City's Comprehensive Plan and our other plans noted in Question 4 provide vision-related information for the areas of focus.

13. Specifically what are the substantial land use changes in the City? Shops at Worthington Place? Housing? Others?

There are several redevelopment projects in Worthington that are generating discussion in the community. These include:

- 6700 North High – Anthem
- Harding Hospital Site – Boundless
- Kemper House
- Stafford Village – National Church Residences
- UMCH Development Proposal
- Worthington Gateway (Holiday Inn)
- Wilson Bridge Road Corridor

More information about each of the projects can be found on the City's website at <http://worthington.org/166/Development-Projects>. Any project that proposes to increase density as part of a redevelopment generates extensive discussion by members of the community.

14. Have you had a good response from residents applying to be part of the Visioning Committee?

We publicized information about the Visioning Committee and made the application publicly available on March 22. To date, we've received 11 applications. The application deadline is April 11. Additional information about the structure of the committee and the appointment process can be found at <http://worthington.org/visioning>.

15. Do you have a specific number of public involvement/outreach meetings you want to see in the process?

We have not determined a specific number. We seek your recommendations on public engagement activities as part of your proposal. The plan will be refined by the Visioning Committee in consultation with the facilitator.

16. How relevant is the 2005 Comp Plan? Do you still use this document in daily planning issues?

The current 2005 Comprehensive Plan and the other plans are still used daily with staff and with our Boards and Commissions. There are portions of the 2005 Comprehensive Plan and the 2014 Amendment that do not enjoy full community consensus.

17. Do you see the visioning process leading to a Comp Plan update?

We want to use the community visioning process to determine the future desired or preferred by the community. As we work through the visioning process, we may determine that we need to launch an update for the Comprehensive Plan or other plans but we have not pre-determined that step. If you believe this is an important component for the visioning process, then you should include your rationale and proposed approach in your proposal.

18. Do you envision creating an identity and/or marketing strategy as part of the community awareness campaign?

Work related to a theme, branding and/or marketing specifically for the visioning process will be determined by the Visioning Committee in consultation with the facilitator. The visioning process may result in the determination that we need to launch an identity and/or marketing strategy for the community as a whole, however we have not pre-determined that as an outcome or action step following the visioning process.