

EXHIBIT A SCOPE OF SERVICES

Contractor's team will work directly with the City's Department of City Planning and Engagement ("City Planning") to complete a neighborhood plan for Madisonville (the "Plan"). Contractor will be responsible for designing a planning process that will result in a complete neighborhood plan, which shall be ready for review and approval by the City Planning Commission and City Council within one year from Plan kick-off.

Contractor will also attend Madisonville Community Council, City Planning Commission, and City Council meeting(s) and participate in Plan presentations as requested by the City. Contractor will be responsible for making any necessary revisions and delivering a final Plan document approved by the City in an original digital format agreed upon by Contractor and City Planning.

All Online surveys mentioned in this Exhibit A are subject to prior approval by the City as to content and presentation. Contractor shall host and be responsible for the services necessary to manage the online surveys.

Phase I | Initiation and Analysis

The start-up phase of the planning process will consist of gathering information and establishing the working relationship between the consultant team, staff, and community stakeholders. Critical tasks will include existing conditions research, mapping, and analysis, agreeing on plan branding, establishing a steering committee, stakeholder interviews, conducting an online survey, and hosting the first public workshop to establish a framework for the vision and SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis.

Steering Committee

Contractor will convene a Steering Committee, which will include Contractor and City Planning staff and other stakeholders, which may include other City departments, local community and business associations and development corporations, active school partners, and local businesses, institutions, and property owners.

Background Information and Community Exploration

Contractor will gather background information, including demographic, housing, and economic data and current land use and zoning information as follows:

Preliminary research and existing condition analysis, including but not limited to:

- Neighborhood demographics (Census Data)
- map existing land use
- map existing zoning

Urban design assessment of key community landmarks and opportunity areas, including but not limited to:

- open space,
- landmarks and historic assets,
- topography,
- streets, and

- review of development opportunities (vacant land, unoccupied buildings, historic districts, underutilized property)

Review of historic documents for the neighborhood including, but not limited to:

- Past neighborhood plans
- Historic documents from community-based organizations
- Traffic studies

Review of regulatory documents, including but not limited to:

- Plan Cincinnati (2012)
- Cincinnati Land Development Regulations
- Municipal Code of Ordinances
- Other documents as requested by the City

Contractor will work with the Steering Committee and others to identify assets in the community. Information in other topic areas such as education, transportation, health, and safety will be included as it is available and identified by the community as important.

Communication

Over the course of the planning process, Contractor will work with the Steering Committee to determine appropriate online and physical locations to host Plan information and content to get the word out about the Plan. Contractor will supply Plan content to be posted on the City Planning webpage and existing community sites. Contractor will be intentional about working with communities to support grass roots efforts, including but not limited to posting information at local community hubs and attending community meetings.

Public Workshop #1 – Listen and Learn

The first of three community-wide meetings will be hosted in Phase I. These meetings will be open to the public, hosted at meaningful location(s) in the neighborhood, and organized to be interactive, productive, and meaningful to the planning process. Contractor shall hold all meetings in person and provide accommodation for those who prefer to join virtually.

Host Public Workshop #1

- Establish framework for the plan vision
- Identify Strengths, Weaknesses, Opportunities, Threats (SWOT)
- Listen to community perspectives
- Share Contractor's background information including demographics, interview findings, and other foundational information.

Phase I Deliverables:

- Project management and engagement plan
- Preliminary existing conditions research and mapping
- Establish project branding
- Provide information to populate Plan page on the City's website. All text shall be provided in a Word document, and all other content shall be provided in JPEG and/or PDF format as requested by the City.

- SWOT Analysis of the Madisonville neighborhood.
- Host Public Workshop #1
- Distribute Online Survey #1
- 2 Steering Committee meetings

Phase II | Explore and Framework

Contractor will develop a set of community planning themes based on the assets and issues identified by the community and informed by the background data reviewed.

These themes and the design analysis are intended to frame the key issues raised by the first round of input, to generate discussion where there are differing opinions, and to allow for the development of a preliminary community vision statement, goals, and objectives. The contractor will also begin development of the land use framework for the neighborhood.

Prior to the second public workshop, Contractor will share with City Planning staff the Plan themes, vision, goals, objectives, and the emerging land use framework, and other items on the meeting agenda.

Host Public Workshop #2

- Review community themes and identify preliminary, vision, goals and objectives.
- Establish neighborhood land use framework

Phase II Deliverables:

- Identify Plan themes
- Draft vision, goals, and objectives
- Host Public Workshop #2
 - Review themes and identify preliminary goals and strategies,
 - Review land use framework.
- Online Survey #2
- 2 Steering Committee Meetings

Phase III |Plan Drafting

Based on the feedback from the community, Contractor will create a draft plan by working with the Steering Committee and project team. The Contractor will develop a set of goals and objectives and a preliminary set of strategies to address the community goals. This phase of the work will include an updated land use framework including identification of any zoning modifications that might be appropriate to meet objectives. In conjunction with City Planning staff and City staff from other departments, Contractor will work with the community and Steering Committee members to incorporate overarching City initiatives around equity and connectivity into the community planning

framework.

Prior to the third public workshop, Contractor will share with City Planning the goals, recommendations, priorities and other related draft plan content that it has developed and the agenda for the meeting. If requested, Contractor shall revise its meeting plans to incorporate City feedback.

Host Public Workshop #3

- Review and comment on the draft plan elements:
 - vision, goals, objectives and implementation strategies.
 - Land use framework.
 - Reaffirm community priorities.

Obtain any other comments on the draft plan content.

Phase III Deliverables:

- Land Use Framework (map) and map of any proposed zoning changes, if applicable.
- Host Public Workshop #3
- Online Survey #3
- 2 Steering Committee meetings
- Revised draft plan based on feedback from steering committee, project team, and public input.

Phase IV | Final Production and Adoption

Contractor will work to develop a final Plan, which will include the goals and objectives, the land use, zoning and development recommendations, and implementation strategies and identified partners to work with the community and stakeholders on moving the Plan recommendations forward. Contractor will prepare for City review and approval a draft final Plan will include a summary of the process of community deliberation, residents and partners involved and all the background data, mapping, and design material that was part of the process. Contractor will work with City Planning staff to facilitate review of Plan by all applicable City departments. If required, Contractor shall revise the Plan to address City feedback. Contractor shall finalize the Plan upon City approval.

Following City approval of the Plan, Contractor will create presentation materials necessary for presentation of the Plan. Contractor will present the Plan, in partnership with the Steering Committee and City staff, to the City Planning Commission and City Council for approval. Contractor will also support community members in presenting the plan to the neighborhood community council.

In addition to the full Plan document, Contractor will produce a summary piece that will be useful for promoting the Plan and engaging partners in the work. The Plan and summary must each be approved by the City, and Contractor must participate in the City Planning Commission, City Council, and neighborhood community council meetings, prior to completion of Phase IV.

Phase IV Deliverables:

- Final Online Survey to finalize Plan recommendations with community and Steering Committee.
- Final Plan document and summary approved by City Planning.
- Materials for presentations to City Planning Commission, City Council, and neighborhood community council, including appropriate graphics, maps, and findings approved by City Planning.
- Contractor will co-present final Plan, in partnership with the Steering Committee and City Planning, to the City Planning Commission and City Council for approval.
- Contractor will support community members in presenting the Plan to the neighborhood community council.

PROJECT TIMELINE

Following is an approximate project timeline that includes a target date for certain items. The timeline shall be adjusted in accordance with the date services commence.

Phase I | Initiation and Analysis

- Staff team convened
- Steering Committee convened
- Public Workshop #1
- Online Survey #1

Phase II | Explore and Framework

- Public Workshop #2
- Online Survey #2

Phase III | Plan Drafting

- Public Workshop #3
- Online Survey #2

Phase IV | Final Production and Adoption

- Plan document finalized