PROPOSAL CONTENT

Offerors shall upload as Response Attachment 1 a Proposal document containing the information outlined in Sections 1 through 4 below. Pricing Proposal shall be uploaded as Response Attachment 2. Each Response Attachment must be uploaded as a single discrete file in PDF or Microsoft Office compatible format. Response Attachments must not be protected to the extent that printing, assembling and separating sections of the document are prohibited. Proposals should not exceed 35 pages. Pricing Proposals should not exceed 2 pages.

Section 1 – Cover Page & Business Information Include the following information:

(a) Offeror’s legal name, including DBA if applicable, and address for legal notices.
(b) Name, title, phone number(s) and email address of an individual authorized to bind the Offeror.
(c) Name, title, phone number(s) and email address of the representative authorized to negotiate on behalf of the Offeror and answer questions regarding the Proposal.
(d) Copies of OR Details of all Offeror-held national, state and local licenses, registrations and certifications applicable to performance of the subject work. If applicable, include subcontractor licenses, registrations and certifications.

Section 2 – Qualifications and Experience Include the following information:

(a) Offeror’s Experience. Describe Offeror’s experience in providing Master Plan services, including information and examples which substantiate successful and reliable past performance and history of adherence to budget and schedule constraints. Provide a brief description of the Offeror’s business history and number of years in operation.
(b) Joint Venture. If the project is to be accomplished through an affiliation or joint venture of two (2) or more firms, the names and addresses of those firms must be furnished, including roles and responsibilities for each. Additionally, for each affiliated firm or joint venture participant, information regarding experience and qualifications described in (a) above, must be provided.
(c) Key Personnel Experience. Designate the key person who would be assigned as Company Representative and any key project staff. Include current resumes. Identify particular experience and/or skills that would be applicable to the services required.
(d) Workload Accomplishment. Indicate the present workload of project staff to demonstrate their ability to devote sufficient time to meet the proposed schedule. Estimate the percentage and kinds of work to be accomplished by the Offeror with staff presently residing locally.
(e) References. Provide names, phone numbers, email addresses and contact person(s) for at least five (5) references for which similar services have been provided, as well as any previous project in the Las Vegas area. Ensure these references have given permission to be contacted by the City. Alternatively, the Offeror shall describe their organizational and staff experience providing similar goods or services, as described in the RFP, in sufficient detail to demonstrate the ability to perform the requirements.
(f) Previous Work. Provide at least three (3) work samples your firm has produced for similar-sized cities. Include project name and location, a description of the work, project cost, project owner’s name, project owner’s representative name, phone and email, key personnel on project and their role, project start and completion date.

Section 3 – Work Plan

Offerors should have a strong background and understanding of the principles of urban and regional planning and public outreach, to submit proposals that accomplish the Work Plan outlined in the Scope of Work, and assist the City’s Master Plan Team with the writing, development, and adoption of the City’s Master Plan by the Planning Commission and City Council. Offeror’s proposals should reflect with innovative ideas for engaging the public, obtaining feedback on effective implementation of the Plan findings and recommendations, including the engagement of the public during and after drafting the new Plan.

Offeror(s) should provide a detailed approach to working alongside the City’s Master Plan team to include how they will coordinate this collaboration with the City. Offerors should provide a list of measures that demonstrate how the objectives outlined in the Scope of Work will be best coordinated between the Master Plan Team and external stakeholders.
In this section, the Offeror is to provide a proposed approach to satisfy the requirements set forth in attached Scope of Work. As part of the work plan, Offerors should address the following items:

(a) Plan Content Development Plan, Phase 1: Describe how Offeror will meet the requirements of Phase 1, as required by NRS 278.150 and NRS 278.160, including public outreach, visioning, goal setting, and plan development. Describe the proposed strategy to utilize collaboration between multiple parties and interests that will include authentic participation from the public and the City’s stakeholders. Describe how public participation will be utilized to help frame the plan.

(b) Visioning: Provide innovative ideas for engaging the public, obtaining feedback on effective implementation of the Plan findings and recommendations, including the engagement of the public during and after drafting the new Plan. Assist the City of Las Vegas in designing a Vision plan and marketing/branding campaign for the 2050 Master Plan to guide the City’s efforts to maximize existing assets while making strategic acquisitions that will support development throughout the city for the next 30 years.

(c) Work Plan: The proposed work plan to accomplish the tasks identified in the Scope of Work; summarized in the following Objectives:
   1) Provide plan development management and support
   2) Gather background information and research;
   3) Develop and deploy a “visioning” process;
   4) Implement a branding, communications and outreach strategy in consultation with the City’s Department of Communications; and
   5) Coordinate the development and implementation of an interactive plan delivery portal, to be utilized during Phase 2.

(d) Phase 2: Describe approach for Phase 2, as detailed in the Scope of Work, final draft of the plan to be published on an interactive web portal or website.

(e) Timeline: Provide a timeline for the preparation City of Las Vegas Master Plan, and show how the proposed timeline will meet the proposed scheduled outlined in the Scope of work.

(f) Assumptions. Provide a list assumptions or requests for staff time, equipment, or other resources the City will be expected to provide.

(g) Value Additives. Describe any added value that Offeror may provide to City at no additional cost.

Offeror may provide samples of the documentation format(s) that will be used to complete the project.

**Section 4 – Exceptions to the Sample Contract** Describe any exceptions taken to the Statement of Work or the Contract provided under the Attachments Tab. Such exceptions will be taken into consideration during evaluation and may impact evaluation results. If no exceptions are included with the Proposal, the terms and conditions will not be subject to negotiation and shall be deemed accepted by the Successful Offeror.

**Section 5 – Pricing Proposal** The City’s budget for Phase 1 is the not-to-exceed amount of $562,865. An additional $125,000 will be added to the budget contingent upon approved budget appropriations for the City of Las Vegas fiscal year beginning July 1, 2018; for a total not-to-exceed amount of $687,865 for Phase I. Phase II budget will be contingent upon approved budget appropriations.

Provide a cost estimate divided into Phase 1 and Phase 2. Provide a detailed not-to-exceed cost estimate for all work to be performed, itemized by task, hours estimated for each task, and a total project cost for each element. The City reserves the right to request clarification from Offerors for any pricing or cost information submitted and to negotiate final pricing prior to contract award.
SCOPE OF WORK

PHASE 1: CITY OF LAS VEGAS MASTER PLAN
PUBLIC OUTREACH, VISIONING, GOAL SETTING, AND PLAN DEVELOPMENT
CITY OF LAS VEGAS, NEVADA

A.) PURPOSE AND OBJECTIVE:

The Successful Offeror shall assist the City of Las Vegas Master Plan Team (City) staff with public outreach and plan development activities for a 2050 Master Plan as required by NRS 278.150. The Plan will act as a guiding framework for the desired future economic, social, cultural, and quality of life vision and associated goals for the City for the period ending in the year 2050. The Successful Offeror shall assist the City to design a vision plan and marketing/branding campaign for the 2050 Master Plan to guide the City’s efforts to maximize existing assets while making strategic acquisitions that will support development for the next 30 years. Phase I encompasses plan development visioning, goal setting, and coordination with the City’s Office Communications on public outreach. A Phase II will encompass the final draft of the plan to be published on an interactive web portal or website.

The City Master Plan team (City) will be comprised of staff from all City departments (including the Planning Department), a Master Plan Citizens Advisory Committee, an Executive Steering Committee, and members of the City Council and Planning Commission. The Planning Department staff will lead this project, and will be primarily responsible for drafting Master Plan documents. The Successful Offeror will assist the City and take the secondary supporting role in plan development management and drafting the new 2050 Master Plan detailed in the Scope of Work.

B.) BACKGROUND:

The Las Vegas City Council adopted the 2020 City of Las Vegas Master Plan on September 6, 2000 and there have been multiple additions and updates to the plan elements between 2000 – 2013. Most of the goals, objectives, and policies identified in this plan have been achieved. Given the dramatic growth in population (from 485,000 in 2000 to 630,000 in 2016), demographic, socio-economic, and land use change, the need for new infrastructure and public services, and the economic challenges presented throughout the Great Recession, a comprehensive update is overdue.

A new master plan will provide the City and community a strategic set of clear and measurable goals to guide future city growth and development, capital improvement projects and City programming in a single unified document. It will help set direction for Las Vegas Municipal Code Title 19 Unified Development Code and is envisioned to help complement zoning standards. The Plan should provide an opportunity to integrate the vision of the City with existing City-based or regional planning efforts that can influence areas outside its boundaries, and is pertinent to the interests of the City and its residents.

C.) GENERAL MODEL OF MASTER PLAN:

1. The final plan is envisioned to be an award-winning caliber, 21st century product that integrates an interactive and dynamic web-based design with multimedia presentations and data publically available through the City’s website. This unique, concise, interactive plan should contain:

   - An Introduction
   - Guiding principles, vision, and goals
   - A Community Profile
   - A review of existing conditions
   - Planning Elements and themes - Each element is briefly covered in the proper chapter interweaving a framework that consists of the goals developed through public outreach, staff and elected official advisement, and national best practices
   - Implementation strategy and performance metrics

Development of this Master Plan will be done in two phases at the direction of the Planning Director or their designee(s). The first phase includes project management, public outreach, plan development and associated
activities described within this scope of work; this will take place in close coordination with assigned City staff members and any selected Successful Offerors or subconsultants, including one selected by the Office of Communications for public outreach. The City’s goal is to present the vision, identification of issues, goals, and policies of the plan for consideration by City Council in spring 2019. The second phase will be developed during Fiscal Year 2020, in which the final draft of the plan will be developed, reviewed, and published on an interactive web portal or website.

2. Nevada Revised Statute (NRS) Requirements:

NRS 278.160 requires the City to provide the following information within Elements (or Chapters) of its Master Plan:

- **Conservation**: A conservation plan as well as a solid waste disposal plan.
- **Historic Preservation**: A historic neighborhood preservation plan and a historic properties preservation plan (NOTE – the City may contract with another consultant for this element).
- **Housing**: An inventory of housing conditions, a determination of present and prospective need for affordable housing, and a plan for maintaining and developing affordable housing to meet the housing needs of the community for at least 5 years.
- **Land Use**: A land use plan that includes an inventory and classification of types of natural land and of existing land cover and uses and a rural neighborhoods preservation plan, as well as provisions concerning community design, development, and subdivision of land.
- **Public Facilities and Services**: An economic plan to support the implementation of the element, a population plan, an aboveground utility plan, a plan for utilities, public facilities and civic centers and a school facilities plan.
- **Recreation and Open Space**: A plan which includes parks, trails, and open space.
- **Safety**: A seismic safety plan and a safety plan which identifies natural and manmade hazards.
- **Transportation**: A street and highways plan, a transit plan, and a transportation plan showing a comprehensive transportation system.

3. Additional City Guidelines:

   a. At its June 21, 2017 City Council meeting, the Council adopted a resolution (R-32-2017) that directed staff to incorporate community resilience, net-zero energy, and sustainability goals, objectives, and strategies for City operations, community infrastructure, and programs into the new master plan. In an effort to advance these concepts, the City will tie in existing efforts with its previous and updated Sustainable Tracking and Rating (STAR) Communities certification as well as the American Planning Association’s (APA) Comprehensive Plan Standards for Sustaining Places (PAS Report 578).

   b. In December 2017, the City held a facilitated retreat with the City Manager’s Office and Department leadership. From this retreat, four themes were developed for a near-term Strategic Plan, each with a set of priorities. These were also recommended for inclusion in the Master Plan:

   - **Iconic Vegas**
     - Create iconic public spaces for residents including public art, sports, recreation, and green space
     - Develop facilities capable of hosting professional and amateur events
     - Continue and accelerate development of Downtown Las Vegas amenities and infrastructure such as complete streets and the Las Vegas Medical district
     - Increase the number of market rate housing units in Downtown Las Vegas
     - Increase arts education inside and outside of Clark County School District schools.

   - **Working Vegas**
     - Civic innovation and lab-work with high school students not college-bound
     - Develop business parks and employment centers
Promote higher education or technology-based programs for business attraction

- **Smart Vegas**
  - Increase virtual public engagement and service delivery
  - Invest in “Smart City” applications for operational efficiencies and private investment opportunities
  - Update City Code and State Statutes to improve operational efficiencies and customer service delivery
  - Embrace opportunities for financial and environmental sustainability

- **Accessible Vegas**
  - Create and improve health care services, mental health, and substance abuse services for at-risk populations
  - Provide technology and revitalization services in strategic neighborhoods
  - Minimize homelessness
  - Increase healthcare access to under-served populations.

### 4. Additional Issues and Considerations

Additional alternative Work Plans or options may be presented by Prospective Offeror teams for City consideration, but the intent of this Scope of Work is to serve as a framework which proposers can use to develop a more detailed Work Plan based on their professional expertise and knowledge. The Prospective Offeror team must also be sensitive to the additional following considerations:

- **Conservation**: Drought is a considerable hazard for the City. Nevada is in competition with neighboring states for scarce water resources. The Master Plan should consider the sustainability and resiliency of the City when facing such hazards and challenges.
- **Historic Preservation**: The City contains many historic properties, buildings, and neighborhoods that are listed on national, state, and local registers. As part of the planning process, the Historic Preservation Commission should be included in discussions on this element. The Master Plan will consider how these locations are woven into the future of the city while also considering locations deemed historic, but not yet listed.
- **Housing**: More diverse housing choices will be needed in coming years to meet anticipated demographic changes. While Downtown has been a recent focus of diversifying housing options, other areas of the City will need to be considered for more than single-family detached dwellings. The Master Plan will need to address how to provide various housing opportunities throughout the City.
- **Land Use**: Infill development will become increasingly important as the City’s available open land is developed. There is strong potential for redevelopment of big box stores and/or malls as changes in the retail environment are beginning to be felt. These and other factors will influence how and where development occurs and the ways in which land use changes in the City over the lifespan of the Master Plan.
- **Public Facilities and Services**: Las Vegas will soon reach the limits of its expandable area, but there is still development potential throughout the City and the need for facilities and services to support that growth. The Master Plan will consider the impact of redevelopment and infill development on public services, in addition to continuing development in outlying areas.
- **Recreation and Open Space**: Simultaneous with development of the Master Plan, the City is also developing a Downtown Open Space and Trails Plan. The Master Plan should acknowledge and incorporate the principles of this plan while considering the needs for recreation and open space throughout the remainder of the City.
- **Safety**: The safety of public places and the City, in general, has become prominent following the recent incidents in the Las Vegas area. Such things as emergency service locations and response times should be considered in the Master Plan process as well as how the City can better protect its citizens and public areas.
- **Transportation**: New transportation modes and technologies will change the way people move through and around the City. It is anticipated that a high capacity transit system will be developed in Las Vegas within the next 5-10 years. Autonomous vehicle technology will become increasingly important, as well as the impact of increased ride-sharing. The Master Plan will address the implications of these modes and technologies as they become more prominent.
It should be noted that the City of Las Vegas may not provide all services to its residents and could be covered by other public or private providers crossing over city boundaries. Most utilities are provided by franchisees, police protection by Las Vegas Metropolitan Police Department, public transit by the Regional Transportation Commission of Southern Nevada, etc., yet these are important functions of the city and are integral to daily life. The Plan shall be coordinated with other related planning efforts, including those that might not yet be known. As the City of Las Vegas is part of the Southern Nevada Regional Planning Coalition (SNRPC), the Plan shall acknowledge regional issues and incorporate a regional perspective in the SNRPC jurisdiction as appropriate.

D.) PLAN CONTENT DEVELOPMENT AND KEY STAKEHOLDERS

1. The overall process of plan development will be a collaboration between multiple parties and interests that will include authentic participation from the public and the City’s stakeholders. Throughout the process, public participation and input will help frame the plan. This includes events by council ward and targeted stakeholder outreach to specific groups (i.e., stakeholder groups, Southern Nevada Homebuilders Association, Casinos, Chamber of Commerce, etc.). The City’s Master Plan Team guiding the plan’s direction will include members from a variety of sources:

- **City Council / Planning Commission** – provide vision and direction for the plan; with the City Manager’s Office, directs staff and makes high-level decisions

- **CLV Master Plan Executive Steering Committee** – led by City Manager’s Office, Administrative Services, and Department Directors/Deputies, will ensure development of all city operational components of the plan and coordinate short and long term needs. Will provide direction to staff and make high-level decisions

- **CLV Master Plan Citizens Advisory Committee** – a group representative of varied demographics and geography that will advise City staff, City Council, Planning Commission and Successful Offeror’s on specific details of the plan throughout the plan development process

- **Successful Offeror Team** – Members of the City Master Plan Team will work closely with the respondent on this phase of the plan on their assigned tasks to meet all objectives and milestones.

- **City staff working groups** – Planning Department and other City department and divisions, supported by a collegiate student team, interns, and/or volunteers will provide assistance to the Successful Offeror’s and the Master Plan Team on their assigned tasks as well as performing the following:
  - Coordinate meetings, efforts, and work among the various members and groups of the City Master Plan Team
  - Data collection, plan content and performance metrics development
  - Utilize results from public outreach activities to draft the Master Plan document, including compiling each City department’s goals, objectives, and tasks for applicable themes

E.) WORK PLAN, PROJECT COSTS, SCHEDULE, AND DELIVERABLES

1. The proposed Work Plan, to complete the Master Plan, must accomplish the tasks identified in the following objectives:

   1) Provide plan development management and support
   2) Gather background information and research;
   3) Develop and deploy a “visioning” process;
   4) Implement a branding, communications and outreach strategy in consultation with the Department of Communications and their selected consultant; and
   5) Coordinate the development and implementation of an interactive plan delivery portal, to be utilized during Phase 2.

2. The Planning Department, Office of Communications, and the selected communications consultant will be the primary leads on approval and deployment of the master plan’s public outreach and communications efforts. It is envisioned that they will develop, for approval by the City’s Master Plan Team, a detailed “Master Plan Communications Strategy” that is consistent with a Vision for the Master Plan and includes:

   - A brand, theme, or message for the plan consistent with the vision.
• The best methods that will be employed to maximize public and stakeholder engagement in the planning process; this may include the use of traditional media productions or buys, Web-based media, video productions as promotional tools, public meetings or charrettes, town halls, surveys, etc.

• The general scope and objective of specific or targeted public meetings and outreach efforts

• Proposed dates and times of outreach events or activities (including updates to Planning Commission and City Council).

• Response mechanisms to address comments or concerns raised by citizens or stakeholders during the outreach process.

• Proposed measures for public engagement.

F. OBJECTIVES

1. Objective 1: Plan development management and support

Task 1.1: Project management, coordination, technical expertise, and advisement from the Successful Offeror team to assist with the development of the plan. While City staff will take a supporting role, this objective will require Successful Offeror coordination and participation at internal staff meetings, at Planning Commission or City Council meetings, research, plan writing, graphic development, map production, data analysis, etc.

Deliverable 1.1: Present Master Plan vision, goals, for consideration at identified Spring 2019 Planning Commission and City Council meetings.

Deliverable 1.2: Master Plan First Draft published on interactive delivery portal

Deliverable 1.3: Master Plan Final Draft published on interactive delivery portal by December 31, 2019

2. Objective 2: Background information and research

Task 2.1: Assist the City in its development of the Master Plan, the selected Successful Offeror or Successful Offeror’s team should already be familiar with current or recently adopted related plans, studies, and laws:

• Applicable chapters of Title 21 and Title 22 of Nevada Revised Statutes, with specific attention to NRS 278 – Planning and Zoning

• City of Las Vegas 2020 Master Plan and Elements, including Special Area Plans (Centennial Centre Plan, Upper Las Vegas Wash Vision Plan, John S. Park Neighborhood Plan, etc.) and Development Agreements and standards (Cliff’s Edge/Providence, Summerlin, Town Center, etc.)

• Vision 2045 Downtown Las Vegas Masterplan

• City of Las Vegas Redevelopment Plan

• Mobility Master Plan

• Southern Nevada Strong and the Southern Nevada Strong Regional Plan

• Unified Development Code of the city of Las Vegas (LVMC Title 19)

• Comprehensive Plan Standards for Sustaining Places (PAS Report 578)

• STAR Communities (Report to be provided by the City, with specific review of and attention to goal areas, outcomes, and actions, including areas in which the City and community performed well and areas in which improvement may be needed)

• Nevada Planning Guide – APA Nevada Chapter

• The City of Las Vegas Strategic Plan (currently under development)

3. Objective 3: Visioning

Prior to any formal public or stakeholder engagement, the Successful Offeror team shall engage with the City’s Master Plan Team, the Planning Commission, City Council, Office of Communications, and other relevant stakeholders to refine previous work and Council direction to develop an overall Plan vision for the City. This vision will help set the direction for plan promotion, outreach, and events detailed in the other objectives of the Master Plan.
Task 3.1: Facilitate visioning workshop(s), charrette(s), or other appropriate activities that

- Build upon the themes Iconic, Working, Accessible and Smart Vegas
- Finalize key issues for future growth
- Opportunities and challenges for the future of the City and the region
- Identifies key goals, themes, and strategies for the Plan, including those that may be closely related to STAR Communities and/or Comprehensive Plan Standards for Sustaining Places.
- Brings together major points of emphasis for each required chapter, pursuant to the guidelines required by NRS 278.160.

Deliverable 3.1: A Vision document for the Master Plan, which provides a detailed outline of the visioning process and directly ties into a Master Plan Communications Strategy (Objective 4) and subsequent public outreach and communications efforts.

4. Objective 4: Public Outreach Delivery

Following the plan “visioning” session and development of a detailed “Master Plan Communications Strategy” by the Office of Communications and their consultant team, this Objective reflects the implementation and delivery of Objective 3 and 5 for the duration of the planning process. During this phase, the Successful Offeror will be advisory in capacity and will assist the Office of Communications and their consultant team in fulfillment of the Communications Strategy. The Successful Offeror will be using all feedback, responses, and data collected from the public, stakeholders, and City Departments to develop various drafts and components of the plan, including a Final Draft.

The public participation process, which will be assisted by City staff and the Office of Communications, should involve a wide cross-section of residents, organizations and networks, appropriate meeting and discussion formats, and information dissemination in multiple languages, as appropriate.

Task 4.1: Jointly meet with the City’s Office of Communications (including representatives that handle KCLV-TV Channel 2, the City’s social media group, and consultant), and the City’s Master Plan Team, to understand City policies, social media program, and to advise on coordinated messaging for the Master Plan Communications Strategy.

Task 4.2: Advise staff and provide any additional recommendations to the communications consultant on any developed branded material, giveaways, and promotional engagement items.

Task 4.3: Throughout public outreach delivery, assist the communications consultant with the compilation of comments submitted; provide recommendations and feedback to staff and the City’s Master Plan Team and Office of Communications.

Task 4.4: Jointly present initial findings with the communications consultant from any public outreach activities, Targeted for a predetermined Planning Commission and City Council meeting.

Deliverable 4.1: In coordination with Communications staff and consultant, assist and advise in the implementation and delivery of highly visible public outreach events in various geographic locations within the City of Las Vegas pursuant to the Master Plan Communications Strategy.

5. Objective 5: Development and implementation of interactive plan delivery portal

The Successful Offeror team shall develop the Master Plan interactive delivery portal in accordance with the Master Plan Communications Strategy. Following completion of public outreach activities, the interactive plan delivery portal will be utilized to house the Master Plan document and implementation tracking measures.

Task 5.1: In close coordination and consultation with the City’s Office of Communications and Department of Information Technologies, determine website, social media, and interactive content strategy, including, but not limited to, acquiring web domain, survey instrument tools, and data management needs.

Deliverable 5.1: Interactive plan delivery portal available for public outreach activities and feedback

6. Schedule

The envisioned timeline for all Phase I Objectives is as follows:

- **Q3 2018** – Begin conducting external public outreach and collecting internal feedback
City staff

- The City’s Office of Communications and Information Technologies Department will meet jointly with the Successful Offeror team to review City department policies, social media program, and to develop coordinate messaging for the Communications and Outreach Strategy.
- Continue data collection, survey, and GIS work.
- Coordinate the drafting of goals and objectives from each City department with CLV Master Plan Executive Steering Committee.
- Facilitate monthly CLV Master Plan Citizens Advisory Committee meetings.
- Utilize input received to begin Master Plan components.
- Coordinate Master Plan themes and material with Successful Offeror for inclusion on the interactive and digital outreach portal.
- If applicable or desired, bring student team on board for Spring Semester.
- Provide updates to City Council / Planning Commission, CLV Master Plan Executive Steering Committee, and CLV Master Plan Citizens Advisory Committee.

Successful Offeror Team

- Jointly meet with the Office of Communications to understand City policies, social media program, and to develop coordinated messaging for the Communications and Outreach Strategy.
- Facilitate visioning (as described in Objective 2) with the City Council / Planning Commission and the CLV Master Plan Executive Steering Committee to develop guiding principles, goals and objectives for the Master Plan.
- In close coordination and consultation between the Office of Communications and communications consultant, advise on website, social media, and interactive content strategy, including, but not limited to, acquiring web domain, survey instrument tools, and data management needs.
- In consultation with Office of Communications and communications consultant, advise on branded material, giveaways, and promotional engagement items.
- In consultation with Office of Communications and communications consultant, coordinate Ward outreach meetings with City Council / Planning Commission; Facilitate public outreach meetings within three Wards.
- Throughout public outreach delivery, compile comments submitted; provide recommendations and feedback to staff and the City Master Plan Team.
- Meet jointly and work alongside the City’s Office of Communications, the City’s Information Technologies Department, and the City Master Plan Team to understand City department policies, social media program, and coordinated messaging from the Communications and Outreach Strategy.
- Following the “visioning” session, the Successful Offeror team shall develop:
  - Design templates for the website.
  - The best methods that will be employed to maximize public and stakeholder online engagement in the planning process – this may include interactive scenario builders, embedded media, public comment features, etc.
  - Strategies to effectively communicate Plan goals, objectives, and performance measures following Plan adoption.
  - Determine and develop website and interactive content strategy and preliminary web landing page, including, but not limited to, acquiring a web domain, survey instrument tools, and data management needs.

CLV Master Plan Executive Steering Committee: Participate in the visioning session facilitated by the Successful Offeror team to develop guiding principles, goals and objectives for the Master Plan. The committee will help coordinate the drafting of goals and objectives from each City department with City staff.
CLV Master Plan Citizens Advisory Committee: Hold monthly meetings beginning Summer 2018 to review work completed, and public input received and provide feedback to City staff, City Council, Planning Commission, and the Successful Offeror team on details on the plan process and document.

City Council / Planning Commission: Announce Master Plan at State of the City; Roll out planning process and issue call for Citizens Advisory Committee during the Mayor’s address; Participate in the joint visioning session or workshop facilitated by the Successful Offeror team to develop the vision, guiding principles, goals, and objectives for the Master Plan – Target for early Summer 2018.

Q4 2018 – Continue conducting external public outreach and collecting internal feedback

City staff:
- Provide updates to the City Master Plan Team on plan status
- Facilitate monthly CLV Master Plan Citizens Advisory Committee meetings
- Coordinate the drafting of goals and objectives from each City department
- As information becomes available, draft plan content and coordinate outreach on content with the Successful Offeror team, including Community Profile and Existing Conditions and Plan

Successful Offeror Team: Coordinate with Communications staff and consultant in the facilitation of public outreach meetings within three Wards and other appropriate outreach activities. Coordinate outreach efforts on plan content, as it becomes available, with City staff and the City Master Plan Team. Continue to coordinate interactive plan portal content and outreach with City staff (Planning, Communications, and IT); maintain the Master Plan website.

CLV Master Plan Executive Steering Committee: Continue coordination of the plan from each City department with City staff.

CLV Master Plan Citizens Advisory Committee: Continue monthly meetings to review work completed, and public input received and provide feedback to City staff, City Council, Planning Commission, and the Successful Offeror team on details on the plan process and document.

City Council / Planning Commission: Receive an update on Master Plan efforts to date.

Q1 2019 – Develop first draft of plan

City staff:
- Bring student team on board for Fall Semester (if applicable or desired)
- Hold workshops with collaborating Departments and agencies on each planning theme to develop plan content, synthesizing information with public input received to date to develop a First Draft.
- Complete First Draft and coordinate efforts with Successful Offeror

CLV Master Plan Executive Steering Committee: Set Master Plan as the City’s Thematic Goal for FY 19. Review work and results from workshops; provide feedback to City staff.

CLV Master Plan Citizens Advisory Committee: Continue monthly meetings to review work completed, and public input received and provide feedback to City staff, City Council, Planning Commission, and the Successful Offeror team on details on the plan process and document.

Successful Offeror Team: Coordinate with Communications staff and Successful Offeror in the facilitation of workshops as needed or desired, charrettes, prepare for other appropriate outreach activities for First Draft. Throughout public outreach delivery, compile comments submitted; provide recommendations and feedback to staff, and the City Master Plan Team. Coordinate web-based content and outreach strategies with City staff and develop a test-draft of online plan.

Q2 2019 – Publish First Draft, Receive Feedback and Develop Final Draft

City staff: Review feedback and comments on First Draft and finalize changes for Final Draft; begin writing Final Draft based on comments received from public, Master Plan Team, and joint Planning Commission-City Council Workshop. Present findings and solicit feedback and comments at a session or charrette for the 2018 APA Nevada Chapter State Conference (October 8-10, 2018 – UNLV).

CLV Master Plan Executive Steering Committee: Review First Draft and provide feedback and direction to City staff.

CLV Master Plan Citizens Advisory Committee: Continue monthly meetings to review work completed, and public input received and provide feedback to City staff, City Council, Planning Commission, and the Successful Offeror team on details on the plan process and document.

City Council / Planning Commission: Receive an update on Master Plan efforts to date.
CLV Master Plan Citizens Advisory Committee
- Hold monthly meetings to review work completed and public input received
- Review First Draft and provide feedback to City staff

Successful Offeror Team:
- Facilitate at least one workshop, charrette, or other appropriate activity on First Draft
- Begin coordinating efforts for outreach on Final Draft
- Throughout public outreach delivery, compile comments submitted, in close consultation with Communications staff and Successful Offeror; provide recommendations and feedback to staff and the City Master Plan Team
- Publish First Draft on interactive plan portal and provide for outreach methods
- Coordinate web-based content and outreach strategies with City staff
- Begin coordinating interactive plan portal content for Final Draft and outreach methods

City Council / Planning Commission: Joint CC/PC Workshop covering/reviewing first draft of plan Spring 2019

G.) PHASE 2 - Final Draft of Plan

City Staff
- Complete writing of Final Draft
- Present Final Draft to entire City Master Plan Team
- Facilitate 30 day public comment period (mid-January to mid-February)
- Printing of physical Master Plan copies as needed

Successful Offeror Team: Coordinate outreach efforts on the Final Draft with City staff. Coordinate publication of the Final Draft on the interactive plan with IT, Communications, and City staff

CLV Master Plan Executive Steering Committee, Citizens Advisory Committee to review final draft

City Council / Planning Commission
- Planning Commission Meeting to consider adoption – Q3/Q4 2019
- Adoption by City Council – Q3/4 2019