

FIRST AMENDMENT TO CONTRACT FOR PROFESSIONAL SERVICES

THIS FIRST AMENDMENT TO THE CONTRACT FOR PROFESSIONAL SERVICES (hereinafter “Amendment”) is made by and between the Board of County Commissioners of Nassau County, Florida, a political subdivision of the State of Florida (hereinafter the “County”), and Halff Associates, Inc., a business having its primary business location at 1201 North Bowser Road, Richardson, TX 75081 (hereinafter the “Consultant”).

WITNESSETH:

WHEREAS, the Parties previously entered into a Contract for Professional Services dated September 25, 2023 (hereinafter “Contract”); and

WHEREAS, the Parties now desire to amend the Contract terms and conditions subject to the provisions contained herein.

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Parties do agree to amend the Contract as follows:

SECTION 1. The Contract is hereby amended to replace Exhibit “B” (Scope of Services), Exhibit “C” (Project Timeline) and Exhibit “D” (Basis of Compensation and Standard Billing Rates) with the attached Exhibit “B”, Exhibit “C” and Exhibit “D”, which contain highlighting identifying the predominant changes to those Exhibits.

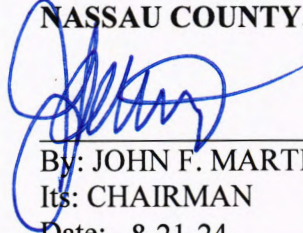
SECTION 2. Section 7. of the Contract is hereby amended to increase the compensation amount for the services to be provided under the Contract due to a change in the Scope of Services, and the County shall now compensate the Vendor in an amount not to exceed Six Hundred Thirteen Thousand and 00/100 Dollars (\$613,000.00).

SECTION 3. All other terms and conditions of the Contract not inconsistent with the provisions of this Amendment shall remain the same and in full force and effect.

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IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed by its duly authorized representatives, effective as of the last date below.

**BOARD OF COUNTY COMMISSIONERS OF
NASSAU COUNTY, FLORIDA**

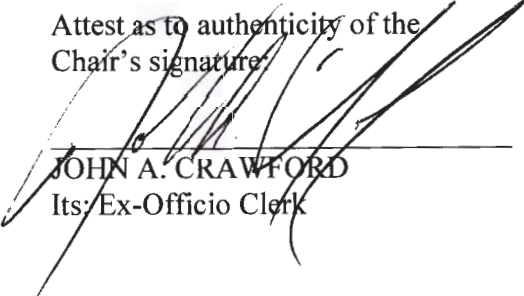


By: JOHN F. MARTIN, MBA

Its: CHAIRMAN

Date: 8-21-24

Attest as to authenticity of the
Chair's signature:



JOHN A. CRAWFORD

Its: Ex-Officio Clerk

Approved as to form and legality by the
Nassau County Attorney

Denise C. May, Esq., BLS
DENISE C. MAY

HALFF ASSOCIATES, INC.

Matthew Bucchin
By: MATTHEW BUCCHIN
Its: SVP/PLACEMAKING SOLUTIONS LEADER
Date: 8/12/2024

Nassau County Vision Plan Scope of Services

**EXHIBIT B
SCOPE OF SERVICES**

**Nassau County Vision Plan
Nassau County, Florida**

PHASE 1: SETTING THE FOUNDATION

Task 1.1 Project Initiation

- Halff will coordinate a project kick-off teleconference call with NCPD to discuss project logistics, establish key milestones, request needed information, refine the planning process and calendar, summarize the internal QA/QC protocol, establish project goals, discuss composition of advisory committee(s), and finalize the public engagement strategy.
- Obtain key maps and background data from NC staff and other entities including digital copies of existing plans, studies, and other information that may impact this planning process.
- Manage the project to ensure that it proceeds according to the professional services agreement and this scope of services. This includes timely communication with the NCPD, coordination and scheduling of meetings and deliverables, preparing invoices and progress reports, etc. Project management will span the entire timeframe of the planning process.
- Identify staff members to participate in the **Technical Advisory Committee (TAC)** for the plan.
- Halff will submit monthly progress reports to document progress made on the different phases of the plan.
- Halff will set up regular coordination calls, typically every other week, with the Project Administrator and designated staff.

Task 1.2 Pre-Planning and Background Information

- Prepare a base map to confirm graphic format with NCPD. Once confirmed, the map will be used as the template for subsequent maps as part of the planning process.
- Halff will request existing plans, background data and studies, GIS shapefiles, and other digital data and information that may impact this planning process.
- Following approval by NCPD, distribute questionnaires to NC departments to understand existing conditions and near- and long-term needs.
- Prepare key engagement activities, including project website development, online survey preparation, civic engagement program, and development of media outreach. The civic engagement plan will be in the form of a technical memorandum, which shall clearly state the goals and process for public engagement. The memorandum will expand upon this scope of work by listing outreach techniques, responsible parties, and anticipated outreach schedule and by noting how each activity integrates with the planning process.

Task 1.3 Plan Awareness

Plan awareness includes the project branding and website to keep the public informed and engaged throughout the planning process.

Task 1.3.1 Project Website

- Halff will prepare and maintain a project webpage to inform residents about the planning process and upcoming opportunities to provide input.
- This website will contain key information regarding public input, key dates and milestones, plan progress, maps, and other interactive features meant to convey the critical components of the planning process.

Nassau County Vision Plan Scope of Services

- The website will provide a comments/contact section to allow the submittal of questions, comments, etc.
- The website will be rolled-out prior to the kick-off event.
- Nassau County will own the website and domain name. Halff will be the administrator of the website until the completion of both Phase 1 and Phase 2 of the project. At which time, Nassau County will take over responsibility for website management.

Task 1.3.2 Project Brand

- Halff will assist in preparing a project brand in coordination with the bicentennial brand. The plan design package will be used throughout the planning process and will include plan logo, color scheme, font and graphic style guide to be used as needed for public printed materials, advertisements, website and other documents, including final plans and publications. Halff will also develop a tagline.

Task 1.3.3 Ambassador Program

- Halff will coordinate with NCPD to establish an ambassador program that utilizes existing community organizations and groups. The volunteer program will be used to distribute information, raise awareness for the plan, and encourage civic engagement. Halff will facilitate three (03) virtual presentations to the Ambassador program ahead of engagement opportunities.

Task 1.3.4 Plan Advisory Committee (PAC)

- The PAC will meet seven (07) times at key points in the process. It is expected that the PAC will remain involved through the Vision Plan and future tasks associated with the Comprehensive Plan update.

Task 1.3.5 Technical Advisory Committee (TAC)

- The Technical Advisory Committee will meet six (06) times at key points in the process. It is expected that the TAC will remain involved through the Vision Plan and future tasks associated with the Comprehensive Plan update.

Task 1.4 Plan Kick-Off Interviews

Task 1.4.1 County Commission Interviews

- Conduct up to five (05) virtual one-on-one interviews with the Board of County Commissioners to discuss issues, opportunities, and visioning for the future. It is anticipated that the interviews will take between 30-60 minutes.

Task 1.4.2 TAC Meeting 01 (Visit 01)

- Conduct a meeting with key staff members from the County to discuss key issues today and opportunities for the future. It is anticipated that the meeting will take 90-120 minutes.

Task 1.4.3 PAC Meeting 01 (Visit 01)

- Present to the PAC to discuss challenges and opportunities related to planning and growth and visioning for the future.

Task 1.4.4 Municipality Interviews (Virtual)

- Conduct up to seventeen (17) virtual one-on-one interviews with the City Commissioners/Mayors to discuss issues, opportunities, and visioning for the future. It is anticipated that the interviews will take 30 minutes.

Nassau County Vision Plan Scope of Services

Task 1.4.5 NPA Meeting 01 (Virtual)

- Present to the NPA to discuss challenges and opportunities related to planning and growth and visioning for the future.

Task 1.5 Community Memorandum

The Community Memorandum will provide Nassau County's existing conditions today. This foundational component will begin to build the data and analysis necessary to support a future Comprehensive Plan effort. The community memorandum will include a compilation of various assessments identified in this task. The memorandum shall be created in collaboration with County staff.

Task 1.5.1 Community Audit

The community audit will evaluate existing demographic trends, forecast populations, and growth patterns.

- Evaluate existing land use and development patterns which will help provide the foundation for the growth framework phase of the plan.
- Review and incorporate baseline demographic, housing, and socioeconomic data from the U.S. Census Bureau and other sources as may be necessary and/or applicable, such as the forecast population and tourism projections from the University of Florida Bureau of Economic Research (BEER) and other relevant sources.
- Review current development trends, including recent building permit information.
- Review existing plans and studies, and similar initiatives relevant to the planning process. Nassau County has several foundational documents/studies, e.g. PROSMP, T2T, Mobility Plan, Vulnerability Assessment, Cultural Resources Survey, etc., that have been created in the last five years and are relevant to inform the Vision and Comprehensive Plan. Foundational documents/studies identified by Nassau County shall be used in formulating the Community Vision and Comprehensive Plan.

Task 1.5.2 Mobility Audit

The mobility audit will use existing studies and recent trends.

- Evaluate and update the data and analysis, if warranted, from the 2020 Mobility Element Update.
- Include newly approved projects in the review of the mobility network.
- Use the fiscal audit and mobility plan to evaluate additional roadway and mobility needs.
- Review multi-modal needs based on forecast population and growth trends.
- Evaluate social vulnerability in relation to existing mobility options.

Task 1.5.3 Basic Fiscal Conditions

Conduct analysis of the relationship between tax revenue and spending within NC and its impacts to the county as it is today. This baseline fiscal assessment will incorporate the City of Fernandina Beach, Town of Callahan, and Town of Hilliard to analyze growth throughout the entire county limits. NCPD will help coordinate and support the request of data to conduct this analysis.

Task 1.5.4 Accessibility and Social Vulnerability Analysis

Using census data, roadway conditions and analysis, and identified services, the accessibility and social vulnerability analysis will be used to identify areas that are underserved based on access to parks and public spaces, transit services, and healthy food options.

Nassau County Vision Plan Scope of Services

Task 1.5.5 Regulatory and Procedural Audit

- Through discussion with staff, residents, and development community identify gaps, opportunities, and potential updates to development code and other regulations.
- Examine stages of the development approval process, including permitting, zoning approvals, and enforcement.
- Summarize regulatory and procedural impacts to local development and identify opportunities for improvement.

Task 1.5.6 Place & Public Space Evaluation

Halff will create a map for the project website and kick-off meetings identifying public places and spaces. This map will be based on available data from NCPD. A series of questions related to the public spaces will be created to determine what characteristics make great public places.

Task 1.5.7 Market and Economic Snapshot

The Halff team will compile a baseline market assessment using the comparative demographic and economic profile of the County. Key data to be compiled include historical and forecasted population and household counts by age and income, and employment change by NAICS sectors. The Halff team will collect and analyze competitive supply for each land use for the same geographies. Halff will prepare maps and charts outlining an overview of development activity, location trends, pricing/rents, product characteristics, and historical absorption for each land use (industrial, office, attached residential, detached residential, retail, and hospitality).

Task 1.5.8 Demographics and Employment Projections

Review population and employment projections prepared by several sources (e.g., Lightcast, Bureau of Economic & Business Research at the University of Florida, Florida Housing Data Clearinghouse) and determine which projections should be included in our analysis of future housing and employment need. We will use the selected projections to conduct analysis of demographic and employment characteristics in Nassau County through 2050.

Task 1.5.9 Fiscal Research and Audit

The Halff Team will dive deeper into the funding mechanisms for local services, infrastructure, and capital projects. This assessment is used to determine the lifestyle costs of infrastructure and provide an understanding of how land uses choices impact revenues and expenditures by the County.

Task 1.5.9.a – Staff Meetings – the Halff team will virtually interview County staff to understand how infrastructure is funded and the local cost of infrastructure.

Task 1.5.9.b – Commissioner Meetings – Conduct virtual one-on-one meetings with the County Commissioners to review the findings of the fiscal audit.

Task 1.5.10 Fiscal Mapping

Using the results of the fiscal audit (Task 1.5.9), the Halff team will map the county's development footprint based on infrastructure costs. By visualizing which land use and development types contribute to revenue and required spending, we will leave the community with an understanding of the feedback between land use decisions and future cost and revenue ramifications. The results from this analysis will enable a data-driven discussion, allowing the County to use data when considering infill or determining what types of development to incentivize. This analysis will also be used to inform development scenario modeling.

Nassau County Vision Plan Scope of Services

Deliverables: Meeting materials, Data Request Form, monthly progress reports, project base map, department questionnaire, public engagement plan, draft and final brand materials, meeting advertisements, project website, ambassador program materials, meeting summaries, phase analyses, community memorandum

Meetings: One-on-One Interviews with County elected officials (up to 5), TAC Meeting 01, PAC Meeting 01, one-on-one interviews with surrounding municipalities elected officials (up to 17), Meeting 01 with the NPA, Virtual Staff meeting to review fiscal demands, virtual one-on-one interviews with County elected officials (up to 5).

Items Provided by NC: Provide background and data information as requested in Data Request Form, distribute questionnaires to appropriate NC departments, review brand materials, applicable data for the fiscal audit as requested by the Halff Team. NC staff will secure meeting spaces and send out invitations for all events. NC will review community memorandum, provide timely comments, and assist with engaging municipalities and collecting data related to municipality infrastructure.

Estimated Timeframe: September 2023 – November 2024

PHASE 2: BUILDING YOUR VISION

Task 2.1 Public Kick-Off Week (Visit 02)

Halff will launch the project to the public in early 2024 to coincide with the beginning of the Bicentennial Celebration after the community memorandum is complete. The public launch will occur over five (05) days where there will be a variety of opportunities to engage. The community kick-off will include:

Task 2.1.1: Building the Vision Engagement

Halff will participate in a series of in-person and online events:

- Participate in the Bicentennial kick-off on January 13, 2024.
- Host up to six localized tactical engagement events that will be coordinated to coincide with the Bicentennial celebration if feasible. Nothing herein prevents Nassau County staff from utilizing resources to facilitate tactical engagement events as needed.
- Provide meeting materials and engagement opportunities online, including surveys, an interactive map, and a recorded presentation.

Task 2.1.2: Discovery Discussions

Conduct up to five (05) roundtable discussions with key stakeholders to discuss issues, opportunities, and the vision for the community. Stakeholders should represent various community organizations, governmental entities, and residents. It is anticipated that each meeting will take approximately one hour and have between 10-15 participants. The meetings will primarily be held virtually to maximize the amount of participation.

Task 2.1.3 Ambassador Program Presentation 01

Prior to the community discovery session, Halff will virtually present to the ambassador program on the role of the ambassador program, upcoming kick-off week engagement opportunities, online engagement opportunities, and the community survey.

Task 2.1.4 Student Engagement Effort

Coordinate with the NCSD to solicit student input. The type of event will be based on what the NCSD allows Halff to send home with students or hold in person. Ideally, Halff will host one (01) in-person meeting with students through the Superintendent's Student Council. Materials may be provided to the various schools for online input and engagement. Halff will host one (01) evening virtual meeting for additional students to learn about the planning process and participate in a question-and-answer session with online polling.

Task 2.2 Community Surveys

Task 2.2.1: Statistically Valid Community Survey

Halff will launch the statistically valid community survey. The survey will focus on the vision for NC and begin to build the foundation and community building blocks for the plan. After the survey is statistically valid, the survey will be available for the community at large to respond to.

Task 2.2.2: Visitors Survey

Halff will launch a visitor survey to understand what draws people to Nassau County year after year. Halff will work with the Tourism Development Council to reach a variety of visitors.

Nassau County Vision Plan Scope of Services

Task 2.3 Ongoing Engagement

Half will participate in up to four (04) existing community events (i.e., markets, parades, etc.,).

Deliverables: Meeting materials, meeting advertisements, meeting summaries, website updates, Community surveys, community survey analysis

Meetings: Community Kick-Off event, up to six (06) localized engagement meetings, up to five (05) focus group meetings, two (02) student events, Ambassador Kickoff Meeting, Attendance at up to four (04) community events

Items Provided by NC: NCPD will secure meeting spaces and send out invitations for all events, review and confirm survey questions, assist in participating in events assist in coordinating meetings with focus groups and municipalities.

Estimated Timeframe: January 2024 – May 2024

PHASE 3: CREATING YOUR FRAMEWORK

Task 3.1 Community Building Blocks

The Community Building Blocks will be identified through early public engagement efforts to help develop NC's strategic goals and community principles. These building blocks will be used to guide the NC Vision Plan, Comprehensive Plan elements, and subsequent future planning efforts (i.e., small area plans, mobility plans, utility plans, recreation master plans).

Task 3.1.1 – TAC Meeting 02

Present initial community findings from the surveys and community engagement virtually to the TAC.

Task 3.1.2 – PAC Meeting 02

Present initial community findings from the surveys and community engagement virtually to the PAC.

Task 3.1.3 – Community Building Blocks Presentation

Halfff will upload a presentation to the project website to present the community building blocks. An online survey will accompany the presentation to allow the public to comment on the identified building blocks.

Task 3.1.4 – NPA Presentation 02

Halfff will present initial community findings from the surveys and community engagement virtually to the NPA.

Task 3.2 Growth Analysis

The Growth Analysis will help the planning team identify how the community wants to evaluate growth over the next 30 years. This framework will evaluate existing character and changing growth patterns to identify opportunities and constraints for growth for NC.

Task 3.2.1 Character Mapping

- Complete neighborhood level character-based mapping exercise using development characteristics. Existing character mapping will also consider existing developments, current entitlements, and existing infrastructure. The resulting map will inform growth scenarios, placemaking strategies, future land use map, and throughfare map. The character mapping will help support the Growth Framework and final Future Land Use Map to highlight opportunities for redevelopment and growth within NC.
- Coordinate with NCPD/Property Appraiser GIS staff to compile data and complete mapping exercises.

Task 3.2.2 Scenario Workshop

- **The planning team will facilitate a half-day workshop to create three growth scenarios based on character areas. The three scenarios will be used to inform the fiscal scenario projections (Task 3.2.3).**

Task 3.2.2 – STEP Growth Framework

In order to create a character-based future land use plan, we will first establish how NC wants to grow over the next 30 years. This exercise will aid in the establishment of future land use category "place types" by establishing the existing character and level of growth desired for each growth strategy.

Task 3.2.3 Fiscal Scenario Projections

The three scenarios created in Task 3.2.2 will have employment and population projections applied, along with fiscal implications for growth. The three scenarios will be reviewed at the Growth Meeting Series (Task 3.3)

Nassau County Vision Plan Scope of Services

meeting series, with one final preferred scenario expected as the outcome of these meetings. This exercise will inform place types and efforts related to a future land use map update.

Task 3.2.4 Fiscal Scenario Meetings

The Halff Team will facilitate a two-day meeting series to present the findings of the scenarios. The in-person meetings will be attended by Halff. The meeting series will coincide with the Growth Framework Meeting Series (Task 3.3) and will include:

- One-on-one meetings with the County Commission (assumed 60 minutes each)
- Public workshop with the Board of County Commissioners (Wednesday morning, associated with Task 3.3.1)
- One in-person presentation to the public (anticipated Wednesday night, associated with Task 3.3.4)

Task 3.3 Growth Framework Meeting Series (Visit 03)

Task 3.3.1 – ~~Joint PAC (Meeting 03) & County Commission Meeting~~

Review and discuss the three (3) potential growth scenarios and provide guidance to create one final preferred growth scenario based on one (01) character areas identified in Task 3.2.1.

Task 3.3.2 TAC Meeting 03

Review and discuss the three (3) potential growth scenarios and provide guidance to create one (01) final preferred growth scenario based on character areas identified in Task 3.2.1.

Task 3.3.3 Ambassador Program Presentation 02

Prior to the community drop-in's, Halff will virtually present to the ambassador program on the STEP framework to garner community participation at the discovery sessions and design studios. Meeting-in-a-box materials will be provided to the Ambassadors to allow additional engagement opportunities for various organizations.

Task 3.3.4 Community Drop-Ins

Halff will host up to four (04) community drop-in events to allow the community to provide input on the STEP Framework ~~three (03) growth scenarios~~. After the meetings, materials and engagement opportunities will be available on the project website.

Task 3.3.5 Municipality Presentations

Halff, with the assistance of NCPD, will coordinate evening presentations to the municipalities (Town of Callahan, Town of Hilliard, and City of Fernandina Beach). Drop-ins will be scheduled before each meeting, when possible, to allow residents to participate in events beforehand.

Task 3.3.6 Student Engagement Effort

Coordinate with the NCS D to solicit student input. The type of event will be based on what the NCS D allows Halff to send home with students or hold in person. Ideally, Halff will host one (01) in-person meeting with students through the Superintendent's Student Council. Materials may be provided to the various schools for online input and engagement. Halff will host an evening virtual meeting for additional students to learn about the planning process and participate in a questions and answers session and online polling.

Nassau County Vision Plan Scope of Services

Task 3.3.7 Wrap-Up Presentation

Half will virtually present to the Plan Advisory Committee (PAC meeting 03) and upload the recording to the project website to review the three growth scenarios. A survey or similar online engagement opportunity will be available on the project website for the community to respond to the growth framework findings

Task 3.4 Place Type Identification

- The community building blocks, and character maps will be used to identify and develop place types. Place types will capture the vision for types of development that may exist in NC in the future by describing land use distribution, overall character, urban design considerations, proposed densities and intensities, mobility characteristics, and relationship to other place types.
- The place types will consider opportunities for economic development and will ensure there is capacity to accommodate the needs for growth and development.
- The place types will be supported by policies to support quality development, redevelopment, and infill that contributes to and enhances community character and sense of place.
- Place types will be further explored in Part 2, the Comprehensive Plan.

Task 3.5 Community Character Study Areas

- Based on the character mapping audit, a district/neighborhood framework will be established for smaller sub-areas identified by the NCPD, with no more than five (05) identified. Study area recommendations and placemaking strategies may be identified, and they may show how elements of the vision plan can be applied at a smaller scale.
- This framework intends to lay a foundation for further sub-area planning in the future.

Task 3.6 Context Classification

- In coordination with the project administrator, up to five (05) priority corridor segments, no longer than a half mile each, will be identified for further investigation and review. The priority corridors shall encompass different character elements of street types found throughout the community character study areas. Review and analysis of these corridors will assist in generating goals, objectives, and policies for similar street types found throughout the county.
- Prepare conceptual street cross-sections and general guidelines that complement the place types and character of adjacent properties and guide ongoing development of multi-modal streets throughout NC.

Task 3.7 – Place Type and Context Classification Presentation

Task 3.7.1 – PAC Meeting 04

- Virtual presentation to the PAC to review proposed place types and context classification examples.

Task 3.7.2 TAC Meeting 04

- Virtual presentation to the TAC to review proposed place types and context classification examples.

Task 3.8 Ongoing Engagement

- Half will participate in up to two (02) existing community events (i.e., markets, parades, etc.,).

Deliverables: Meeting materials, meeting advertisements, meeting summaries, Community Building Blocks, Character areas map, STEP Framework materials and summaries, Community Character Study Areas, Place Type descriptions, context-sensitive classification examples, up to three (03) growth scenarios and associated fiscal implications, one (01) final preferred growth scenario.

Nassau County Vision Plan Scope of Services

Meetings: TAC meeting 02, TAC Meeting 03, TAC Meeting 04, PAC Meeting 02, PAC Meeting 03 (Joint with County Commission), PAC Meeting 04, County Commission Meeting (Joint with PAC), Up to four (04) community drop-ins, Up to 3 presentations to municipalities, Ambassador Presentation 02, Two (02) Student Events, NPA Presentation 02, Wrap-Up Presentation, attendance at up to 2 community events, **the scenario workshop trip**

Items Provided by NC: Staff will secure meeting spaces and send out invitations and advertisements for all events, review all draft materials.

Estimated Timeframe: May 2024 – November 2024

PHASE 4A: YOUR PLAN INTO ACTION

Task 4.1 Vision Plan

NC's Vision Plan is an overarching document outlining the community values and building blocks for Nassau's future. To achieve a complete community, one needs to establish the building blocks from which future planning efforts, fiscal and civic leadership decisions, and community civic pride can be measured. The vision plan will include a summary of the visioning input and strategic directions for future planning and policy directives.

Task 4.1.1 PAC Meeting 05

Halff will virtually present the draft of the vision plan **and preferred growth scenario** to the PAC for review and comment ahead of public meetings.

Task 4.1.2 - TAC Meeting 05

Halff will virtually present the draft of the vision plan **and preferred growth scenario** to the TAC for review and comment ahead of public meetings.

Task 4.1.3 – County Commission Interviews

Halff will virtually present the draft of the vision plan **and preferred growth scenario** to the five (05) County Commissioners for their review and comment ahead of public meetings. The meetings will be on-on-one, and last approximately 60 minutes.

Task 4.1.4 - NPA Meeting 03

Halff will virtually present the draft of the vision plan **and preferred growth scenario** to the NPA for review and comment ahead of public meetings.

Task 4.1.5 – Draft Submittal to County

Halff will incorporate comments from the various meetings to complete one final draft of the Vision Plan. The plan will be submitted to NCPD for review and comment.

Task 4.1.6 – Vision Plan Video

Halff will prepare a video highlighting the Vision Plan process, key themes and findings from the visioning, and how the plan will help shape Nassau County's future. The video will incorporate footage from events, interviews with community members, and interviews with key Nassau County staff.

Task 4.2 Vision Plan Draft Presentations (Trip 04)

Task 4.2.1 PAC Meeting 06

Halff will present the final draft vision plan to the PAC.

Task 4.2.2 - TAC Meeting 06

Halff will present the final draft vision plan to the TAC.

Task 4.2.3 – Ambassador Presentation 03

Prior to the Draft Vision Plan, Halff will virtually present to the ambassador program on the STEP framework to garner community participation at the discovery sessions and design studios.

Nassau County Vision Plan Scope of Services

Task 4.2.4 Community Drop-Ins

Halff will host up to four (04) community drop-in events to allow the community to provide input on the Vision Plan. After the meetings, materials and engagement opportunities will be available on the project website.

Task 4.2.5 Municipality Presentations

Halff, with the assistance of NCPD, will coordinate evening presentations to the municipalities (Town of Callahan, Town of Hilliard, and City of Fernandina Beach). Drop-ins will be scheduled before each meeting, when possible, to allow residents to participate in events beforehand.

Task 4.2.6 Community-wide Draft Presentation – Virtual

Halff will upload a recorded presentation to the project website to present the vision plan. An online survey will accompany the presentation to allow the public to comment on the draft plan. Prior to uploading the presentation, the ambassador program will be notified of the presentation and input opportunities.

Task 4.3 Comprehensive Plan Work Program

The Vision Plan will necessitate updates to the Comprehensive Plan, which will be part 2 of the project. Ahead of the Comprehensive Plan kick-off, Halff will use the vision plan as a guide to identify which elements of the Comprehensive Plan will need to be update, and their general extent. This evaluation and outline of the County's Comprehensive Plan will further evaluate which elements need to be updated to incorporate any new legislation (since 2023), community resilience strategies, emerging planning trends, appropriateness of level of service standards, and other aspects deemed proper by the County.

Task 4.4 Ongoing Engagement

Halff will participate in up to two (02) existing community events (i.e., markets, parades, etc.,).

Deliverables: Meeting materials, meeting advertisements, meeting summaries, draft Vision Plan, Comprehensive Plan Work Program

Meetings: PAC Meeting 05, PAC Meeting 06, TAC Meeting 05, TAC Meeting 06, 05 County Commission Interviews, NPA Meeting 03, Ambassador Program Presentation 03, Up to 4 Community drop-ins, Up to 3 presentations to municipalities, Virtual Community Presentation, attendance at up to 2 community events, Vision Plan Video

Items Provided by NC: Staff will secure meeting spaces and send out invitations and advertisements for all events. Review all draft materials and comprehensive plan work program.

Estimated Timeframe: October 2024 – December 2024

Nassau County Vision Plan Scope of Services

PHASE 5: ADOPTION

Task 5.1: Planning and Zoning Board Recommendation Hearing (PAC Meeting 07, Trip 05)

Halff will present the final Vision Plan to the Planning and Zoning Board for recommendation to the County Commission.

Task 5.2 County Commission Workshop (Trip 06)

Halff will present the final draft Vision Plan at a County Commission Workshop Meeting to discuss and review.

Task 5.3: County Commission Approval Meeting (Trip 07)

Halff will present the final Vision Plan for approval.

Task 5.4: Final Deliverables

Following the final adoption of the Vision Plan, Halff will submit two (02) final printed hard copies of the Vision Plan, without the engagement appendix, and a digital copy of the report including the engagement appendix (inDesign packaged file and PDF version), as well as any GIS files or similar data collected for the Vision Plan. Halff will integrate the full plan onto the project website, which will be used for Part 2 (Comprehensive Plan).

Deliverables: Final Vision Plan in PDF format, hard copies of the Vision Plan, electronic files, meeting presentations, project website, a web based digital repository of all data, analysis, documents, and any other material/information utilized in the creation of the Vision Plan, a web based digital/interactive Vision Plan, and all native files, data, presentations, surveys, renderings, graphics, artwork, designs, and any other related material utilized to execute the assignment shall be delivered to Nassau County in their native format and shall be “unlocked” and accessible to the County for use. Nassau County shall have full legal authority and right to use any and all material as needed to further the needs of the County.

Meetings: One (01) Planning and Zoning Board Hearing, Two (02) Board of County Commissioner Hearings. In addition to public hearings, Halff, if requested by the County Manager, will provide One (01) Planning and Zoning Board Workshop and (01) Board of County Commissioners Workshop.

Items Provided by NC: Staff will secure meeting spaces and send out invitations and advertisements for all events.

Estimated Timeframe: January 2025 – May 2025

Nassau County Vision Plan Scope of Services

**EXHIBIT C
PROJECT TIMELINE**

**Nassau County Vision Plan
Nassau County, Florida**

Preparation of the Vision Plan is projected to occur over a 16-month period, with an additional 3 months for adoption hearings, for a total of up to 19 months. The project will begin at the date of contract execution and will follow a flow of project tasks and benchmarks represented in *Exhibit B Scope of Services*. The project timeline in Exhibit C is advisory only. A final project schedule will be agreed upon by the County and Halff during the execution of initial project tasks. All parties may agree to subsequent adjustments to the project schedule.

Month	2023				2024												2025
	1 SEP	2 OCT	3 NOV	4 DEC	5 JAN	6 FEB	7 MAR	8 APR	9 MAY	10 JUN	11 JUL	12 AUG	13 SEP	14 OCT	15 NOV	16 DEC	17 – 19 JAN - MAR
Phases																	
Phase 1			*														
Phase 2					*												
Phase 3									*		#		#				
Phase 4																#	
Phase 5																	###

Draft schedule, subject to change.

** Indicates a Trip that has already occurred in the month, as identified in Exhibit B Scope of Services.*

Indicates a tentative Trip to occur in the month, as identified in Exhibit B Scope of Services.

Nassau County Vision Plan Scope of Services

**EXHIBIT D
BASIS OF COMPENSATION**

BASIC SERVICES – FEE SUMMARY.

Planning services as described in *Exhibit B Scope of Services* will be provided by Halff Associates (the “Consultant”) on a lump sum basis, with an authorized lump sum contract fee of \$613,000 for the Nassau County Vision Plan, broken down into five phases. The lump sum fee includes compensation for document copying, printing, mileage, and associated expenses necessary for the planning effort. Fees for services will be billed monthly, based on the percentage of work completed.

ADDITIONAL SERVICES NOT INCLUDED IN THE SCOPE

ADDITIONAL MEETINGS

In-Person Meetings:

Each additional meeting or visit beyond those described in the scope will require additional fees to accommodate the request.

Additional In-Person Meeting (Base Fee – 1 person, 1 day)	\$900 + Hourly Rate* NTE \$6,000
Additional In-Person Meeting (Base Fee – 2 people, 1 day)	\$1,600 + Hourly Rates* NTE \$9,000
Additional In-Person Meeting (Base Fee – 1 person, 2 days)	\$1,400 + Hourly Rate* NTE \$8,300
Additional In-Person Meeting (Base Fee – 2 people, 2 days)	\$2,400 + Hourly Rates* NTE \$13,000
Additional In-Person Meeting (Base Fee – 1 person, 3 days)	\$1,800 + Hourly Rate* NTE \$10,600
Additional In-Person Meeting (Base Fee – 2 people, 3 days)	\$3,200 + Hourly Rates* NTE \$17,000

In all cases when an add service for in-person meetings is discussed, the County and Halff shall agree on the trip schedule, identify staff member attendance from Halff, designate hours planned for meetings, and meeting preparation time to ensure that the total cost of the add-service is appropriately outlined and costs identified. The County and Halff shall agree on the add-service cost in writing prior to work execution. There may be instances where the use of local staff reduces the amount associated with the base fee, in these cases, the base fee will be reduced accordingly. An hourly rate schedule is attached hereto and made a part hereof.

**Hourly Rate(s) may include preparation time for other employees to help prepare necessary meeting materials for the events in addition to the staff member travel and hourly attendance at meetings.*

Virtual Meetings:

Additional Virtual Presentation to a board, committee, or group	Hourly Rate NTE \$2,000 (2-hour meeting and preparation materials)
Additional Virtual One-on-One Interview	Hourly Rate NTE \$500 (1-hour meeting and preparation materials)

Nassau County Vision Plan Scope of Services

ADDITIONAL SERVICES:

Should the need arise for additional services, including meetings, Halff can provide such services on an hourly basis and/or agreed upon fee. Halff is available to undertake additional services as needed on an hourly or lump sum negotiated fee. In addition to additional meetings listed above, new tasks not associated with the tasks outlined in *Exhibit B Scope of Services* may arise, at which time fees for the services will be negotiated.

Should there be significant changes to a methodology, approach, or key finding that requires re-analysis, major map edits, wholesale text changes, or similar level of effort after materials have been collectively reviewed and approved by County Staff, an add service will be required. The County Project Administrator and Halff will collectively work to define the reanalysis parameters and level of effort needed to address the requested changes to agree upon an add service cost and methodology.

Nassau County Vision Plan Scope of Services

STANDARD BILLING RATES

All members of the Halff Team – including subconsultants - will adhere to standard billing rates organized according to labor classification as presented below. Please note that these billing rates and labor classifications may be subject to amendment when negotiating add services with Nassau County.

STANDARD BILLING RATES	
LABOR CLASSIFICATION	HOURLY CONTRACT RATE
HALFF	
Sr. Technical Advisor	\$350.00
Principal Planner	\$250.00
Senior Planner	\$195.00
Associate Planner	\$160.00
Planning Support / Graphics	\$115.00
Senior Engineer	\$275.00
Project Engineer	\$205.00
Engineer - in - training	\$130.00
GIS Operator	\$190.00
GIS Technician	\$105.00
Landscape Architect	\$175.00
Landscape Designer	\$135.00
SB FRIEDMAN	
Senior Vice President	\$325.00
Senior Project Manager	\$265.00
Project Manager	\$250.00
Senior Associate	\$220.00
Associate	\$195.00
Editor	\$140.00
All Together	
Principal	\$200.00
Designer/PM	\$165.00
Designer	\$130.00
Engagement	\$100.00
Intern	\$80.00
Geo One Tech	
Planning Support	\$150.00
Code Studio	
Principal	\$225.00
Associate Principal	\$175.00
Associate Planner	\$135.00
Graphics	\$110.00
Urban3	
Sr. Technical Advisor	\$365.00
Project Manager	\$210.00
Analyst	\$165.00

**EXHIBIT B
SCOPE OF SERVICES**

**Nassau County Vision Plan
Nassau County, Florida**

PHASE 1: SETTING THE FOUNDATION

Task 1.1 Project Initiation

- Halff will coordinate a project kick-off teleconference call with NCPD to discuss project logistics, establish key milestones, request needed information, refine the planning process and calendar, summarize the internal QA/QC protocol, establish project goals, discuss composition of advisory committee(s), and finalize the public engagement strategy.
- Obtain key maps and background data from NC staff and other entities including digital copies of existing plans, studies, and other information that may impact this planning process.
- Manage the project to ensure that it proceeds according to the professional services agreement and this scope of services. This includes timely communication with the NCPD, coordination and scheduling of meetings and deliverables, preparing invoices and progress reports, etc. Project management will span the entire timeframe of the planning process.
- Identify staff members to participate in the **Technical Advisory Committee (TAC)** for the plan.
- Halff will submit monthly progress reports to document progress made on the different phases of the plan.
- Halff will set up regular coordination calls, typically every other week, with the Project Administrator and designated staff.

Task 1.2 Pre-Planning and Background Information

- Prepare a base map to confirm graphic format with NCPD. Once confirmed, the map will be used as the template for subsequent maps as part of the planning process.
- Halff will request existing plans, background data and studies, GIS shapefiles, and other digital data and information that may impact this planning process.
- Following approval by NCPD, distribute questionnaires to NC departments to understand existing conditions and near- and long-term needs.
- Prepare key engagement activities, including project website development, online survey preparation, civic engagement program, and development of media outreach. The civic engagement plan will be in the form of a technical memorandum, which shall clearly state the goals and process for public engagement. The memorandum will expand upon this scope of work by listing outreach techniques, responsible parties, and anticipated outreach schedule and by noting how each activity integrates with the planning process.

Task 1.3 Plan Awareness

Plan awareness includes the project branding and website to keep the public informed and engaged throughout the planning process.

Task 1.3.1 Project Website

- Halff will prepare and maintain a project webpage to inform residents about the planning process and upcoming opportunities to provide input.
- This website will contain key information regarding public input, key dates and milestones, plan progress, maps, and other interactive features meant to convey the critical components of the planning process.

Nassau County Vision Plan Scope of Services

- The website will provide a comments/contact section to allow the submittal of questions, comments, etc.
- The website will be rolled-out prior to the kick-off event.
- Nassau County will own the website and domain name. Halff will be the administrator of the website until the completion of both Phase 1 and Phase 2 of the project. At which time, Nassau County will take over responsibility for website management.

Task 1.3.2 Project Brand

- Halff will assist in preparing a project brand in coordination with the bicentennial brand. The plan design package will be used throughout the planning process and will include plan logo, color scheme, font and graphic style guide to be used as needed for public printed materials, advertisements, website and other documents, including final plans and publications. Halff will also develop a tagline.

Task 1.3.3 Ambassador Program

- Halff will coordinate with NCPD to establish an ambassador program that utilizes existing community organizations and groups. The volunteer program will be used to distribute information, raise awareness for the plan, and encourage civic engagement. Halff will facilitate three (03) virtual presentations to the Ambassador program ahead of engagement opportunities.

Task 1.3.4 Plan Advisory Committee (PAC)

- The PAC will meet seven (07) times at key points in the process. It is expected that the PAC will remain involved through the Vision Plan and future tasks associated with the Comprehensive Plan update.

Task 1.3.5 Technical Advisory Committee (TAC)

- The Technical Advisory Committee will meet six (06) times at key points in the process. It is expected that the TAC will remain involved through the Vision Plan and future tasks associated with the Comprehensive Plan update.

Task 1.4 Plan Kick-Off Interviews

Task 1.4.1 County Commission Interviews

- Conduct up to five (05) virtual one-on-one interviews with the Board of County Commissioners to discuss issues, opportunities, and visioning for the future. It is anticipated that the interviews will take between 30-60 minutes.

Task 1.4.2 TAC Meeting 01 (Visit 01)

- Conduct a meeting with key staff members from the County to discuss key issues today and opportunities for the future. It is anticipated that the meeting will take 90-120 minutes.

Task 1.4.3 PAC Meeting 01 (Visit 01)

- Present to the PAC to discuss challenges and opportunities related to planning and growth and visioning for the future.

Task 1.4.4 Municipality Interviews (Virtual)

- Conduct up to seventeen (17) virtual one-on-one interviews with the City Commissioners/Mayors to discuss issues, opportunities, and visioning for the future. It is anticipated that the interviews will take 30 minutes.

Nassau County Vision Plan Scope of Services

Task 1.4.5 NPA Meeting 01 (Virtual)

- Present to the NPA to discuss challenges and opportunities related to planning and growth and visioning for the future.

Task 1.5 Community Memorandum

The Community Memorandum will provide Nassau County's existing conditions today. This foundational component will begin to build the data and analysis necessary to support a future Comprehensive Plan effort. The community memorandum will include a compilation of various assessments identified in this task. The memorandum shall be created in collaboration with County staff.

Task 1.5.1 Community Audit

The community audit will evaluate existing demographic trends, forecast populations, and growth patterns.

- Evaluate existing land use and development patterns which will help provide the foundation for the growth framework phase of the plan.
- Review and incorporate baseline demographic, housing, and socioeconomic data from the U.S. Census Bureau and other sources as may be necessary and/or applicable, such as the forecast population and tourism projections from the University of Florida Bureau of Economic Research (BEER) and other relevant sources.
- Review current development trends, including recent building permit information.
- Review existing plans and studies, and similar initiatives relevant to the planning process. Nassau County has several foundational documents/studies, e.g. PROSMP, T2T, Mobility Plan, Vulnerability Assessment, Cultural Resources Survey, etc., that have been created in the last five years and are relevant to inform the Vision and Comprehensive Plan. Foundational documents/studies identified by Nassau County shall be used in formulating the Community Vision and Comprehensive Plan.

Task 1.5.2 Mobility Audit

The mobility audit will use existing studies and recent trends.

- Evaluate and update the data and analysis, if warranted, from the 2020 Mobility Element Update.
- Include newly approved projects in the review of the mobility network.
- Use the fiscal audit and mobility plan to evaluate additional roadway and mobility needs.
- Review multi-modal needs based on forecast population and growth trends.
- Evaluate social vulnerability in relation to existing mobility options.

Task 1.5.3 Basic Fiscal Conditions

Conduct analysis of the relationship between tax revenue and spending within NC and its impacts to the county as it is today. This baseline fiscal assessment will incorporate the City of Fernandina Beach, Town of Callahan, and Town of Hilliard to analyze growth throughout the entire county limits. NCPD will help coordinate and support the request of data to conduct this analysis.

Task 1.5.4 Accessibility and Social Vulnerability Analysis

Using census data, roadway conditions and analysis, and identified services, the accessibility and social vulnerability analysis will be used to identify areas that are underserved based on access to parks and public spaces, transit services, and healthy food options.

Nassau County Vision Plan Scope of Services

Task 1.5.5 Regulatory and Procedural Audit

- Through discussion with staff, residents, and development community identify gaps, opportunities, and potential updates to development code and other regulations.
- Examine stages of the development approval process, including permitting, zoning approvals, and enforcement.
- Summarize regulatory and procedural impacts to local development and identify opportunities for improvement.

Task 1.5.6 Place & Public Space Evaluation

Halff will create a map for the project website and kick-off meetings identifying public places and spaces. This map will be based on available data from NCPD. A series of questions related to the public spaces will be created to determine what characteristics make great public places.

Task 1.5.7 Market and Economic Snapshot

The Halff team will compile a baseline market assessment using the comparative demographic and economic profile of the County. Key data to be compiled include historical and forecasted population and household counts by age and income, and employment change by NAICS sectors. The Halff team will collect and analyze competitive supply for each land use for the same geographies. Halff will prepare maps and charts outlining an overview of development activity, location trends, pricing/rents, product characteristics, and historical absorption for each land use (industrial, office, attached residential, detached residential, retail, and hospitality).

Task 1.5.8 Demographics and Employment Projections

Review population and employment projections prepared by several sources (e.g., Lightcast, Bureau of Economic & Business Research at the University of Florida, Florida Housing Data Clearinghouse) and determine which projections should be included in our analysis of future housing and employment need. We will use the selected projections to conduct analysis of demographic and employment characteristics in Nassau County through 2050.

Task 1.5.9 Fiscal Research and Audit

The Halff Team will dive deeper into the funding mechanisms for local services, infrastructure, and capital projects. This assessment is used to determine the lifestyle costs of infrastructure and provide an understanding of how land uses choices impact revenues and expenditures by the County.

Task 1.5.9.a – Staff Meetings – the Halff team will virtually interview County staff to understand how infrastructure is funded and the local cost of infrastructure.

Task 1.5.9.b – Commissioner Meetings – Conduct virtual one-on-one meetings with the County Commissioners to review the findings of the fiscal audit.

Task 1.5.10 Fiscal Mapping

Using the results of the fiscal audit (Task 1.5.9), the Halff team will map the county's development footprint based on infrastructure costs. By visualizing which land use and development types contribute to revenue and required spending, we will leave the community with an understanding of the feedback between land use decisions and future cost and revenue ramifications. The results from this analysis will enable a data-driven discussion, allowing the County to use data when considering infill or determining what types of development to incentivize. This analysis will also be used to inform development scenario modeling.

Nassau County Vision Plan Scope of Services

Deliverables: Meeting materials, Data Request Form, monthly progress reports, project base map, department questionnaire, public engagement plan, draft and final brand materials, meeting advertisements, project website, ambassador program materials, meeting summaries, phase analyses, community memorandum

Meetings: One-on-One Interviews with County elected officials (up to 5), TAC Meeting 01, PAC Meeting 01, one-on-one interviews with surrounding municipalities elected officials (up to 17), Meeting 01 with the NPA, Virtual Staff meeting to review fiscal demands, virtual one-on-one interviews with County elected officials (up to 5).

Items Provided by NC: Provide background and data information as requested in Data Request Form, distribute questionnaires to appropriate NC departments, review brand materials, applicable data for the fiscal audit as requested by the Halff Team. NC staff will secure meeting spaces and send out invitations for all events. NC will review community memorandum, provide timely comments, and assist with engaging municipalities and collecting data related to municipality infrastructure.

Estimated Timeframe: September 2023 – November 2024

PHASE 2: BUILDING YOUR VISION

Task 2.1 Public Kick-Off Week (Visit 02)

Halff will launch the project to the public in early 2024 to coincide with the beginning of the Bicentennial Celebration after the community memorandum is complete. The public launch will occur over five (05) days where there will be a variety of opportunities to engage. The community kick-off will include:

Task 2.1.1: Building the Vision Engagement

Halff will participate in a series of in-person and online events:

- Participate in the Bicentennial kick-off on January 13, 2024.
- Host up to six localized tactical engagement events that will be coordinated to coincide with the Bicentennial celebration if feasible. Nothing herein prevents Nassau County staff from utilizing resources to facilitate tactical engagement events as needed.
- Provide meeting materials and engagement opportunities online, including surveys, an interactive map, and a recorded presentation.

Task 2.1.2: Discovery Discussions

Conduct up to five (05) roundtable discussions with key stakeholders to discuss issues, opportunities, and the vision for the community. Stakeholders should represent various community organizations, governmental entities, and residents. It is anticipated that each meeting will take approximately one hour and have between 10-15 participants. The meetings will primarily be held virtually to maximize the amount of participation.

Task 2.1.3 Ambassador Program Presentation 01

Prior to the community discovery session, Halff will virtually present to the ambassador program on the role of the ambassador program, upcoming kick-off week engagement opportunities, online engagement opportunities, and the community survey.

Task 2.1.4 Student Engagement Effort

Coordinate with the NCSd to solicit student input. The type of event will be based on what the NCSd allows Halff to send home with students or hold in person. Ideally, Halff will host one (01) in-person meeting with students through the Superintendent's Student Council. Materials may be provided to the various schools for online input and engagement. Halff will host one (01) evening virtual meeting for additional students to learn about the planning process and participate in a question-and-answer session with online polling.

Task 2.2 Community Surveys

Task 2.2.1: Statistically Valid Community Survey

Halff will launch the statistically valid community survey. The survey will focus on the vision for NC and begin to build the foundation and community building blocks for the plan. After the survey is statistically valid, the survey will be available for the community at large to respond to.

Task 2.2.2: Visitors Survey

Halff will launch a visitor survey to understand what draws people to Nassau County year after year. Halff will work with the Tourism Development Council to reach a variety of visitors.

Nassau County Vision Plan Scope of Services

Task 2.3 Ongoing Engagement

Half will participate in up to four (04) existing community events (i.e., markets, parades, etc.,).

Deliverables: Meeting materials, meeting advertisements, meeting summaries, website updates, Community surveys, community survey analysis

Meetings: Community Kick-Off event, up to six (06) localized engagement meetings, up to five (05) focus group meetings, two (02) student events, Ambassador Kickoff Meeting, Attendance at up to four (04) community events

Items Provided by NC: NCPD will secure meeting spaces and send out invitations for all events, review and confirm survey questions, assist in participating in events assist in coordinating meetings with focus groups and municipalities.

Estimated Timeframe: January 2024 – May 2024

PHASE 3: CREATING YOUR FRAMEWORK

Task 3.1 Community Building Blocks

The Community Building Blocks will be identified through early public engagement efforts to help develop NC’s strategic goals and community principles. These building blocks will be used to guide the NC Vision Plan, Comprehensive Plan elements, and subsequent future planning efforts (i.e., small area plans, mobility plans, utility plans, recreation master plans).

Task 3.1.1 – TAC Meeting 02

Present initial community findings from the surveys and community engagement virtually to the TAC.

Task 3.1.2 – PAC Meeting 02

Present initial community findings from the surveys and community engagement virtually to the PAC.

Task 3.1.3 – Community Building Blocks Presentation

Halfff will upload a presentation to the project website to present the community building blocks. An online survey will accompany the presentation to allow the public to comment on the identified building blocks.

Task 3.1.4 – NPA Presentation 02

Halfff will present initial community findings from the surveys and community engagement virtually to the NPA.

Task 3.2 Growth Analysis

The Growth Analysis will help the planning team identify how the community wants to evaluate growth over the next 30 years. This framework will evaluate existing character and changing growth patterns to identify opportunities and constraints for growth for NC.

Task 3.2.1 Character Mapping

- Complete neighborhood level character-based mapping exercise using development characteristics. Existing character mapping will also consider existing developments, current entitlements, and existing infrastructure. The resulting map will inform growth scenarios, placemaking strategies, future land use map, and throughfare map. The character mapping will help support the Growth Framework and final Future Land Use Map to highlight opportunities for redevelopment and growth within NC.
- Coordinate with NCPD/Property Appraiser GIS staff to compile data and complete mapping exercises.

Task 3.2.2 Scenario Workshop

- The planning team will facilitate a half-day workshop to create three growth scenarios based on character areas. The three scenarios will be used to inform the fiscal scenario projections (Task 3.2.3).

Task 3.2.2 – STEP Growth Framework

In order to create a character-based future land use plan, we will first establish how NC wants to grow over the next 30 years. This exercise will aid in the establishment of future land use category “place types” by establishing the existing character and level of growth desired for each growth strategy.

Task 3.2.3 Fiscal Scenario Projections

The three scenarios created in Task 3.2.2 will have employment and population projections applied, along with fiscal implications for growth. The three scenarios will be reviewed at the Growth Meeting Series (Task 3.3)

Nassau County Vision Plan Scope of Services

meeting series, with one final preferred scenario expected as the outcome of these meetings. This exercise will inform place types and efforts related to a future land use map update.

Task 3.2.4 Fiscal Scenario Meetings

The Halff Team will facilitate a two-day meeting series to present the findings of the scenarios. The in-person meetings will be attended by Halff. The meeting series will coincide with the Growth Framework Meeting Series (Task 3.3) and will include:

- One-on-one meetings with the County Commission (assumed 60 minutes each)
- Public workshop with the Board of County Commissioners (Wednesday morning, associated with Task 3.3.1)
- One in-person presentation to the public (anticipated Wednesday night, associated with Task 3.3.4)

Task 3.3 Growth Framework Meeting Series (Visit 03)

Task 3.3.1 – Joint PAC (Meeting 03) & County Commission Meeting

Review and discuss the three (3) potential growth scenarios and provide guidance to create on final preferred growth scenario based one (01) character areas identified in Task 3.2.1.

Task 3.3.2 TAC Meeting 03

Review and discuss the three (3) potential growth scenarios and provide guidance to create one (01) final preferred growth scenario based on character areas identified in Task 3.2.1.

Task 3.3.3 Ambassador Program Presentation 02

Prior to the community drop-in's, Halff will virtually present to the ambassador program on the STEP framework to garner community participation at the discovery sessions and design studios. Meeting-in-a-box materials will be provided to the Ambassadors to allow additional engagement opportunities for various organizations.

Task 3.3.4 Community Drop-Ins

Halff will host up to four (04) community drop-in events to allow the community to provide input on the STEP Framework—three (03) growth scenarios. After the meetings, materials and engagement opportunities will be available on the project website.

Task 3.3.5 Municipality Presentations

Halff, with the assistance of NCPD, will coordinate evening presentations to the municipalities (Town of Callahan, Town of Hilliard, and City of Fernandina Beach). Drop-ins will be scheduled before each meeting, when possible, to allow residents to participate in events beforehand.

Task 3.3.6 Student Engagement Effort

Coordinate with the NCSd to solicit student input. The type of event will be based on what the NCSd allows Halff to send home with students or hold in person. Ideally, Halff will host one (01) in-person meeting with students through the Superintendent's Student Council. Materials may be provided to the various schools for online input and engagement. Halff will host an evening virtual meeting for additional students to learn about the planning process and participate in a questions and answers session and online polling.

Nassau County Vision Plan Scope of Services

Task 3.3.7 Wrap-Up Presentation

Half will **virtually present to the Plan Advisory Committee (PAC meeting 03) and upload the recording to the project website to review the three growth scenarios.** A survey or similar online engagement opportunity will be available on the project website for the community to respond to the growth framework findings.

Task 3.4 Place Type Identification

- The community building blocks, and character maps will be used to identify and develop place types. Place types will capture the vision for types of development that may exist in NC in the future by describing land use distribution, overall character, urban design considerations, proposed densities and intensities, mobility characteristics, and relationship to other place types.
- The place types will consider opportunities for economic development and will ensure there is capacity to accommodate the needs for growth and development.
- The place types will be supported by policies to support quality development, redevelopment, and infill that contributes to and enhances community character and sense of place.
- Place types will be further explored in Part 2, the Comprehensive Plan.

Task 3.5 Community Character Study Areas

- Based on the character mapping audit, a district/neighborhood framework will be established for smaller sub-areas identified by the NCPD, with no more than five (05) identified. Study area recommendations and placemaking strategies may be identified, and they may show how elements of the vision plan can be applied at a smaller scale.
- This framework intends to lay a foundation for further sub-area planning in the future.

Task 3.6 Context Classification

- In coordination with the project administrator, up to five (05) priority corridor segments, no longer than a half mile each, will be identified for further investigation and review. The priority corridors shall encompass different character elements of street types found throughout the community character study areas. Review and analysis of these corridors will assist in generating goals, objectives, and policies for similar street types found throughout the county.
- Prepare conceptual street cross-sections and general guidelines that complement the place types and character of adjacent properties and guide ongoing development of multi-modal streets throughout NC.

Task 3.7 – Place Type and Context Classification Presentation

Task 3.7.1 – PAC Meeting 04

- Virtual presentation to the PAC to review proposed place types and context classification examples.

Task 3.7.2 TAC Meeting 04

- Virtual presentation to the TAC to review proposed place types and context classification examples.

Task 3.8 Ongoing Engagement

- Half will participate in up to two (02) existing community events (i.e., markets, parades, etc.,).

Deliverables: Meeting materials, meeting advertisements, meeting summaries, Community Building Blocks, Character areas map, STEP Framework materials and summaries, Community Character Study Areas, Place Type descriptions, context-sensitive classification examples, **up to three (03) growth scenarios and associated fiscal implications, one (01) final preferred growth scenario.**

Nassau County Vision Plan Scope of Services

Meetings: TAC meeting 02, TAC Meeting 03, TAC Meeting 04, PAC Meeting 02, PAC Meeting 03 (Joint with County Commission), PAC Meeting 04, County Commission Meeting (Joint with PAC), Up to four (04) community drop-ins, Up to 3 presentations to municipalities, Ambassador Presentation 02, Two (02) Student Events, NPA Presentation 02, Wrap-Up Presentation, attendance at up to 2 community events, the scenario workshop trip

Items Provided by NC: Staff will secure meeting spaces and send out invitations and advertisements for all events, review all draft materials.

Estimated Timeframe: May 2024 – November 2024

PHASE 4A: YOUR PLAN INTO ACTION

Task 4.1 Vision Plan

NC's Vision Plan is an overarching document outlining the community values and building blocks for Nassau's future. To achieve a complete community, one needs to establish the building blocks from which future planning efforts, fiscal and civic leadership decisions, and community civic pride can be measured. The vision plan will include a summary of the visioning input and strategic directions for future planning and policy directives.

Task 4.1.1 PAC Meeting 05

Halff will virtually present the draft of the vision plan and preferred growth scenario to the PAC for review and comment ahead of public meetings.

Task 4.1.2 - TAC Meeting 05

Halff will virtually present the draft of the vision plan and preferred growth scenario to the TAC for review and comment ahead of public meetings.

Task 4.1.3 – County Commission Interviews

Halff will virtually present the draft of the vision plan and preferred growth scenario to the five (05) County Commissioners for their review and comment ahead of public meetings. The meetings will be on-on-one, and last approximately 60 minutes.

Task 4.1.4 - NPA Meeting 03

Halff will virtually present the draft of the vision plan and preferred growth scenario to the NPA for review and comment ahead of public meetings.

Task 4.1.5 – Draft Submittal to County

Halff will incorporate comments from the various meetings to complete one final draft of the Vision Plan. The plan will be submitted to NCPD for review and comment.

Task 4.1.6 – Vision Plan Video

Halff will prepare a video highlighting the Vision Plan process, key themes and findings from the visioning, and how the plan will help shape Nassau County's future. The video will incorporate footage from events, interviews with community members, and interviews with key Nassau County staff.

Task 4.2 Vision Plan Draft Presentations (Trip 04)

Task 4.2.1 PAC Meeting 06

Halff will present the final draft vision plan to the PAC.

Task 4.2.2 - TAC Meeting 06

Halff will present the final draft vision plan to the TAC.

Task 4.2.3 – Ambassador Presentation 03

Prior to the Draft Vision Plan, Halff will virtually present to the ambassador program on the STEP framework to garner community participation at the discovery sessions and design studios.

Nassau County Vision Plan Scope of Services

Task 4.2.4 Community Drop-Ins

Halff will host up to four (04) community drop-in events to allow the community to provide input on the Vision Plan. After the meetings, materials and engagement opportunities will be available on the project website.

Task 4.2.5 Municipality Presentations

Halff, with the assistance of NCPD, will coordinate evening presentations to the municipalities (Town of Callahan, Town of Hilliard, and City of Fernandina Beach). Drop-ins will be scheduled before each meeting, when possible, to allow residents to participate in events beforehand.

Task 4.2.6 Community-wide Draft Presentation – Virtual

Halff will upload a recorded presentation to the project website to present the vision plan. An online survey will accompany the presentation to allow the public to comment on the draft plan. Prior to uploading the presentation, the ambassador program will be notified of the presentation and input opportunities.

Task 4.3 Comprehensive Plan Work Program

The Vision Plan will necessitate updates to the Comprehensive Plan, which will be part 2 of the project. Ahead of the Comprehensive Plan kick-off, Halff will use the vision plan as a guide to identify which elements of the Comprehensive Plan will need to be update, and their general extent. This evaluation and outline of the County's Comprehensive Plan will further evaluate which elements need to be updated to incorporate any new legislation (since 2023), community resilience strategies, emerging planning trends, appropriateness of level of service standards, and other aspects deemed proper by the County.

Task 4.4 Ongoing Engagement

Halff will participate in up to two (02) existing community events (i.e., markets, parades, etc.).

Deliverables: Meeting materials, meeting advertisements, meeting summaries, draft Vision Plan, Comprehensive Plan Work Program

Meetings: PAC Meeting 05, PAC Meeting 06, TAC Meeting 05, TAC Meeting 06, 05 County Commission Interviews, NPA Meeting 03, Ambassador Program Presentation 03, Up to 4 Community drop-ins, Up to 3 presentations to municipalities, Virtual Community Presentation, attendance at up to 2 community events, Vision Plan Video

Items Provided by NC: Staff will secure meeting spaces and send out invitations and advertisements for all events. Review all draft materials and comprehensive plan work program.

Estimated Timeframe: October 2024 – December 2024

PHASE 5: ADOPTION

Task 5.1: Planning and Zoning Board Recommendation Hearing (PAC Meeting 07, Trip 05)

Halff will present the final Vision Plan to the Planning and Zoning Board for recommendation to the County Commission.

Task 5.2 County Commission Workshop (Trip 06)

Halff will present the final draft Vision Plan at a County Commission Workshop Meeting to discuss and review.

Task 5.3: County Commission Approval Meeting (Trip 07)

Halff will present the final Vision Plan for approval.

Task 5.4: Final Deliverables

Following the final adoption of the Vision Plan, Halff will submit two (02) final printed hard copies of the Vision Plan, without the engagement appendix, and a digital copy of the report including the engagement appendix (inDesign packaged file and PDF version), as well as any GIS files or similar data collected for the Vision Plan. Halff will integrate the full plan onto the project website, which will be used for Part 2 (Comprehensive Plan).

Deliverables: Final Vision Plan in PDF format, hard copies of the Vision Plan, electronic files, meeting presentations, project website, a web based digital repository of all data, analysis, documents, and any other material/information utilized in the creation of the Vision Plan, a web based digital/interactive Vision Plan, and all native files, data, presentations, surveys, renderings, graphics, artwork, designs, and any other related material utilized to execute the assignment shall be delivered to Nassau County in their native format and shall be “unlocked” and accessible to the County for use. Nassau County shall have full legal authority and right to use any and all material as needed to further the needs of the County.

Meetings: One (01) Planning and Zoning Board Hearing, Two (02) Board of County Commissioner Hearings. In addition to public hearings, Halff, if requested by the County Manager, will provide One (01) Planning and Zoning Board Workshop and (01) Board of County Commissioners Workshop.

Items Provided by NC: Staff will secure meeting spaces and send out invitations and advertisements for all events.

Estimated Timeframe: January 2025 – May 2025

Nassau County Vision Plan Scope of Services

**EXHIBIT C
PROJECT TIMELINE**

**Nassau County Vision Plan
Nassau County, Florida**

Preparation of the Vision Plan is projected to occur over a 16-month period, with an additional 3 months for adoption hearings, for a total of up to 19 months. The project will begin at the date of contract execution and will follow a flow of project tasks and benchmarks represented in *Exhibit B Scope of Services*. The project timeline in Exhibit C is advisory only. A final project schedule will be agreed upon by the County and Halff during the execution of initial project tasks. All parties may agree to subsequent adjustments to the project schedule.

	2023				2024												2025
Month	1 SEP	2 OCT	3 NOV	4 DEC	5 JAN	6 FEB	7 MAR	8 APR	9 MAY	10 JUN	11 JUL	12 AUG	13 SEP	14 OCT	15 NOV	16 DEC	17 – 19 JAN - MAR
Phases																	
Phase 1			*														
Phase 2					*												
Phase 3									*		#		#				
Phase 4																	#
Phase 5																	###

Draft schedule, subject to change.

** Indicates a Trip that has already occurred in the month, as identified in Exhibit B Scope of Services.*

Indicates a tentative Trip to occur in the month, as identified in Exhibit B Scope of Services.

Nassau County Vision Plan Scope of Services

**EXHIBIT D
BASIS OF COMPENSATION**

BASIC SERVICES – FEE SUMMARY.

Planning services as described in *Exhibit B Scope of Services* will be provided by Halff Associates (the “Consultant”) on a lump sum basis, with an authorized lump sum contract fee of \$613,000 for the Nassau County Vision Plan, broken down into five phases. The lump sum fee includes compensation for document copying, printing, mileage, and associated expenses necessary for the planning effort. Fees for services will be billed monthly, based on the percentage of work completed.

ADDITIONAL SERVICES NOT INCLUDED IN THE SCOPE

ADDITIONAL MEETINGS

In-Person Meetings:

Each additional meeting or visit beyond those described in the scope will require additional fees to accommodate the request.

Additional In-Person Meeting (Base Fee – 1 person, 1 day)	\$900 + Hourly Rate* NTE \$6,000
Additional In-Person Meeting (Base Fee – 2 people, 1 day)	\$1,600 + Hourly Rates* NTE \$9,000
Additional In-Person Meeting (Base Fee – 1 person, 2 days)	\$1,400 + Hourly Rate* NTE \$8,300
Additional In-Person Meeting (Base Fee – 2 people, 2 days)	\$2,400 + Hourly Rates* NTE \$13,000
Additional In-Person Meeting (Base Fee – 1 person, 3 days)	\$1,800 + Hourly Rate* NTE \$10,600
Additional In-Person Meeting (Base Fee – 2 people, 3 days)	\$3,200 + Hourly Rates* NTE \$17,000

In all cases when an add service for in-person meetings is discussed, the County and Halff shall agree on the trip schedule, identify staff member attendance from Halff, designate hours planned for meetings, and meeting preparation time to ensure that the total cost of the add-service is appropriately outlined and costs identified. The County and Halff shall agree on the add-service cost in writing prior to work execution. There may be instances where the use of local staff reduces the amount associated with the base fee, in these cases, the base fee will be reduced accordingly. An hourly rate schedule is attached hereto and made a part hereof.

**Hourly Rate(s) may include preparation time for other employees to help prepare necessary meeting materials for the events in addition to the staff member travel and hourly attendance at meetings.*

Virtual Meetings:

Additional Virtual Presentation to a board, committee, or group	Hourly Rate NTE \$2,000 (2-hour meeting and preparation materials)
Additional Virtual One-on-One Interview	Hourly Rate NTE \$500 (1-hour meeting and preparation materials)

Nassau County Vision Plan Scope of Services

ADDITIONAL SERVICES:

Should the need arise for additional services, including meetings, Halff can provide such services on an hourly basis and/or agreed upon fee. Halff is available to undertake additional services as needed on an hourly or lump sum negotiated fee. In addition to additional meetings listed above, new tasks not associated with the tasks outlined in *Exhibit B Scope of Services* may arise, at which time fees for the services will be negotiated.

Should there be significant changes to a methodology, approach, or key finding that requires re-analysis, major map edits, wholesale text changes, or similar level of effort after materials have been collectively reviewed and approved by County Staff, an add service will be required. The County Project Administrator and Halff will collectively work to define the reanalysis parameters and level of effort needed to address the requested changes to agree upon an add service cost and methodology.

Nassau County Vision Plan Scope of Services

STANDARD BILLING RATES

All members of the Halff Team – including subconsultants - will adhere to standard billing rates organized according to labor classification as presented below. Please note that these billing rates and labor classifications may be subject to amendment when negotiating add services with Nassau County.

STANDARD BILLING RATES	
LABOR CLASSIFICATION	HOURLY CONTRACT RATE
HALFF	
Sr. Technical Advisor	\$350.00
Principal Planner	\$250.00
Senior Planner	\$195.00
Associate Planner	\$160.00
Planning Support / Graphics	\$115.00
Senior Engineer	\$275.00
Project Engineer	\$205.00
Engineer - in - training	\$130.00
GIS Operator	\$190.00
GIS Technician	\$105.00
Landscape Architect	\$175.00
Landscape Designer	\$135.00
SB FRIEDMAN	
Senior Vice President	\$325.00
Senior Project Manager	\$265.00
Project Manager	\$250.00
Senior Associate	\$220.00
Associate	\$195.00
Editor	\$140.00
All Together	
Principal	\$200.00
Designer/PM	\$165.00
Designer	\$130.00
Engagement	\$100.00
Intern	\$80.00
Geo One Tech	
Planning Support	\$150.00
Code Studio	
Principal	\$225.00
Associate Principal	\$175.00
Associate Planner	\$135.00
Graphics	\$110.00
Urban3	
Sr. Technical Advisor	\$365.00
Project Manager	\$210.00
Analyst	\$165.00