



BLUEPRINT

INTERGOVERNMENTAL AGENCY

PLACE  
PLANNING, LAND MANAGEMENT and COMMUNITY ENHANCEMENT

OFFICE OF
**ECONOMIC
VITALITY**  

BOARD MEETING - 3:00 PM
December 12, 2019

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BOARD OF DIRECTORS MEETING

**December 12, 2019
3:00 pm
City Commission Chambers**

Chair: Bryan Desloge

Agenda

I. AGENDA MODIFICATIONS

II. CITIZENS TO BE HEARD ON NON-AGENDAED ITEMS
Citizens desiring to speak must fill out a Speaker Request Form; the Chair reserves the right to limit the number of speakers or time allotted to each

III. PRESENTATIONS

- Citizens Advisory Council Chairman's Report: Chair JR Harding
- Blueprint Project Updates
- Office of Economic Vitality Project Updates

IV. CONSENT

- | | | |
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9. Acceptance of the Status Report on the Emerging Florida Hemp Sector in the Capital and Northwest Florida Region **241**

V. GENERAL BUSINESS/PRESENTATIONS

10. Acceptance of the Northeast Gateway Status Report and Consideration of the Substantial Amendment Process **251**
11. Acceptance of the Blueprint 2020 Beautification and Improvements to the Fairgrounds and Northeast Park Status Report with Cost Considerations to Advance the Projects **445**
12. Consideration of a Blueprint Affordable Housing Policy and Approval of a Proposed Revision to the Blueprint Real Estate Policy to Support Affordable Housing **523**
13. Approval of Revisions to the Blueprint Real Estate Policy and Blueprint Relocation Policy and Procedures Manual **549**

VI. CITIZENS TO BE HEARD ON NON-AGENDAED ITEMS
Citizens desiring to speak must fill out a Speaker Request Form; the Chair reserves the right to limit the number of speakers or time allotted to each

VII. ADJOURN

NEXT BOARD OF DIRECTORS MEETING: January 30, 2020 at 3:00 PM

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons needing a special accommodation to attend this meeting should contact Susan Emmanuel, Public Information Officer, 315 South Calhoun Street, Suite 450, Tallahassee, Florida, 32301, at least 48 hours prior to the meeting. Telephone: 850-219-1060; or 1-800-955-8770 (Voice) or 711 via Florida Relay Service.

**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #1**

December 12, 2019

Title: Approval of the September 5, 2019 Blueprint Intergovernmental Agency Board of Directors Meeting Minutes

Category: Consent

Intergovernmental Management Committee Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Cristina Paredes, Director, Office of Economic Vitality

STATEMENT OF ISSUE:

This agenda item presents the summary meeting minutes for the September 5, 2019 Blueprint Intergovernmental Agency Board of Directors (IA Board) meeting and requests the IA Board's review and approval of the minutes as presented.

FISCAL IMPACT:

This item does not have a fiscal impact.

RECOMMENDED ACTION:

Option 1: Approve the September 5, 2019 Blueprint Intergovernmental Agency Board of Directors meeting minutes.

OPTIONS:

Option 1: Approve the September 5, 2019 Blueprint Intergovernmental Agency Board of Directors meeting minutes.

Option 2: IA Board direction.

Attachment:

1. Draft Summary Minutes of the Blueprint Intergovernmental Agency Board of Directors Meeting on September 5, 2019.

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Blueprint Intergovernmental Agency Board of Directors Meeting Minutes

Date: December 12, 2019
To: Board of Directors
From: Benjamin H. Pingree, PLACE Director
Subject: Summary Minutes to Board of Directors Meeting of September 5, 2019

MEMBERS PRESENT

COUNTY	CITY
Commissioner Bryan Desloge, Chair	Mayor John Dailey
Commissioner Kristin Dozier	Commissioner Elaine Bryant
Commissioner Nick Maddox	Commissioner Jeremy Matlow
Commissioner Mary Ann Lindley	Commissioner Curtis Richardson
Commissioner Bill Proctor	Commissioner Dianne Williams-Cox
Commissioner Jimbo Jackson	
Commissioner Rick Minor	

I. AGENDA MODIFICATIONS

Ben Pingree noted that Commissioner Matlow and Commissioner Williams-Cox pulled Item #3 and #10, respectively, for discussion. Mr. Pingree noted that additional material related to Item #11 had been emailed to the IA Board earlier that day; it was also provided in hard copy at the table.

II. CITIZENS TO BE HEARD ON NON-AGENDAED ITEMS

3-minute limit per speaker; there will not be any discussion by the Commission

Speakers:

Dr. Geraldine Seay, 2014 Chuli Nene, spoke on the impacts of public projects on African-American neighborhoods.

Dr. Edward Hollifield, Longleaf Court, spoke on streamlining government and health issues in the Africa-American communities.

Steven Martin, 2625 Stonegate Drive, expressed dissatisfaction with appointments to or the membership of local government citizen committees.

William Pittman, 2258 Monaghan Drive, spoke in opposition to the extension of Welaunee Boulevard utilizing Shamrock Drive and Killarney Way. His primary concerns are pedestrian and bicyclist safety as well as traffic congestion.

Ruth Wharton, 1200 Stearns Street, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Kim Ross, 1203 Buckingham Drive, representing the Big Bend Environmental Forum, spoke in opposition to the proposed 3DB Regional Stormwater Facility. Their concerns included climate change issues, minimal water quality improvements to Wakulla Springs, issues in Munson Slough, and the public engagement process.

Michael Rosenthal, 4045 Kilmartin Drive, spoke in opposition to the Northeast Gateway and advocated for the preservation and protection of neighborhoods; also in opposition of the procurement of Buxton Analytical software.

Larry Tiech, 2224 Pontiac Drive, spoke on the inclusion of economic justice, citizen vision, shared values, and community pride into the design and implementation of projects.

Bob Picard, 3322 Argonaut Drive, spoke in opposition to the proposed 3DB Regional Stormwater Facility.

Patricia Thomas, 2985 Teton Trail, spoke in opposition to the proposed 3DB Regional Stormwater Facility, preferring to retain the oak trees.

Stanley Sims, 1320 Avondale Way, spoke in opposition to the proposed 3DB Regional Stormwater Facility, preferring to retain the oak trees.

III. PRESENTATIONS

- Citizen Advisory Committee Chairman's Report:
J.R. Harding provided a summary of the August 22, 2019, Citizen Advisory Committee's (CAC) meeting that included a staff presentation, the review of three alternatives for the project, and took public comment from many speakers. A large portion of the meeting focused on the Capital Cascades Trail Segment 3 Status Report on Public Engagement, Acquisition Processes, and 3D-B Regional Stormwater Facility. After considerable discussion the CAC was unable to reach consensus and therefore was not recommending action to the IA Board.

IV. CONSENT

1. Approval of the June 27, 2019 Blueprint Intergovernmental Agency Board of Directors Meeting Minutes

Option 1: Approve the June 27, 2019 Blueprint Intergovernmental Agency Board of Directors meeting minutes.

2. Approval of the August 20, 2019 Blueprint Intergovernmental Agency Board of Directors Workshop Minutes

Option 1: Approve the August 20, 2019 Blueprint Intergovernmental Agency Board of Directors workshop minutes.

4. Acceptance of the Status Report on the Tallahassee-Leon County Office of Economic Vitality

Option 1. Accept the Tallahassee-Leon County Office of Economic Vitality Status Report.

5. Acceptance of the Fiscal Year 2017 – 2018 Draft Comprehensive Annual Financial Report for the Blueprint Intergovernmental Agency

Option 1: Accept the Fiscal Year 2017 – 2018 Draft Comprehensive Annual Financial Report.

6. Reappointment to the Blueprint Intergovernmental Agency Citizens Advisory Committee

Option 1: Reappoint Hugh Tomlinson to serve a second three-year term on the Blueprint Intergovernmental Agency Citizens Advisory Committee.

7. Acceptance of the Status Report on Local Workforce Development

Option 1. Accept the status report on OEV's role in workforce development.

8. Ratification of the August 20, 2019 Blueprint Intergovernmental Agency Workshop

Option 1: Ratify the following action items as approved by the IA Board at the August 20, 2019 Workshop:

Action #1: Accept the report on the 20-Year Projection of Sales Tax Revenues, Other Sources of Funds, and Uses of Funds for the Office of Economic Vitality.

Action #2: Accept the FY 2020 Proposed Operating Budget for the Blueprint Intergovernmental Agency (Infrastructure and OEV).

9. Approval of the 2020 Blueprint Intergovernmental Agency Meeting Schedule

Option 1: Approve the proposed 2020 Blueprint Intergovernmental Agency Meeting Schedule.

Commissioner Richardson moved, seconded by Commissioner Dozier, to approve Consent Agenda Items 1, 2, 4, 5, 6, 7, 8, and 9.

The motion passed 12-0.

ITEMS PULLED FOR DISCUSSION

3. Acceptance of the Status Report on Blueprint Infrastructure Projects

Speakers:

Mary Vancore, 3028 Shamrock Street South, spoke in opposition to the Northeast Gateway connection to Shamrock Street because of safety concerns of increased traffic on an already busy and heavily patrolled street.

Robert Custer, 2914 Shamrock South, spoke in opposition to the Northeast Gateway because of safety concerns of increased traffic in and around Killlearn.

Paul Donovan, 3609 Morse Court, expressed his concerns with the legal and ethical issues of a former City of Tallahassee Commissioner and members of Imagine Tallahassee.

Sean McGlynn, 568 Beverly Court, representing Florida Lakes Management Society, the Florida Water Quality Monitoring Council, and the Florida Springs Council, spoke in opposition to the Northeast Gateway and the impacts to the Killlearn Chain of Lakes.

Frank Tilcock and Kate Nelson Tilcock, 2820 Shamrock Street South, spoke in opposition to the Northeast Gateway connection to Shamrock Street because of safety concerns for families of small children with increased traffic in and around Killlearn.

John Till, 3074 Shamrock Street North, spoke in opposition to the Northeast Gateway connection to Shamrock Street because of safety concerns of increased traffic in and around Killlearn.

David Ferguson, 3061 O'Brien Drive, spoke in opposition to the Northeast Gateway and requested that Roberts Road be included in the study as an alternative option.

V. PUBLIC HEARING 6:00 PM

15. Second and Final Public Hearing on the Proposed Fiscal Year 2020 Operating Budget and Fiscal Year 2020 – 2024 Five-Year Capital Improvement Program Budget for the Blueprint Intergovernmental Agency

Ben Pingree provided a brief presentation of the proposed operating and capital budgets, previously reviewed at the June 27, 2019 IA Board meeting and the August 20, 2019 IA Board Budget Workshop. Approval of the budget as presented, would activate 18 economic development programs and 14 infrastructure projects as prioritized by the IA Board.

Speakers:

Ronald Lee, 3100 O'Brien Drive, spoke in opposition to the Northeast Gateway, specifically Phase 1, and requested the evaluation of Roberts Road as an alternative option.

Lenorris Barber, 802 Old Bainbridge Road, spoke in opposition to the proposed budget stating that it did not address economic segregation. He requested a targeted loan program for economically distressed areas similar to the Urban Vitality Job Creation Program.

John Hedrick, 1551 Christobal Drive, representing the Leon County Democratic Environmental Caucus, spoke in opposition to the proposed 3DB Regional Stormwater Facility and the City's FAMU Way project and requested citizen input earlier in the process.

Lauren Perlman, 6349 Fitz Lane, spoke on the prioritization of the Animal Shelter project and requested the IA Board direct staff to collaborate in identifying additional funding or reprioritization for the remodeling or reconstruction of the facility.

Larry Hendricks, 1106 Alpha Avenue, spoke in opposition to the budget and the one-cent sales tax.

Commissioner Proctor, speaking on advance funding projects and issues of poverty in 32304, requested that OEV develop an Urban Vitality Job Program that expanded upon the Leon Works Expo and specifically addressed education gaps and the human component of job placement.

Regarding the Northeast Gateway, Commissioner Proctor questioned how it related to the \$2.4-million in the proposed FY 2020 capital budget identified for Welaunee Boulevard. Ben Pingree noted that the \$2.4-million funded the planning and design. He also noted that many of the public comments referenced the intersecting connections of Welaunee Boulevard at Centerville Road. Commissioner Proctor requested that the IA Board pause spending on the project in light of public comments.

Commissioner Proctor recommended increasing the budget for Minority Women Small Business Enterprises (MWSBE), beyond the proposed \$3.4-million allocation to promote and enhance certification efforts and supporting programs.

Commissioner Matlow supported Commissioner Proctor's recommendation to pause spending on the Northeast Gateway, however he thought that the funding allocation should remain in the budget. Commissioner Matlow requested the completion of a traffic study to determine the effects to Killlearn, or consider the alternative connection at Roberts Road, prior to further spending in the Project Development and Environmental Study (PD&E).

Commissioner Matlow moved to suspend spending until December on any component other than a traffic study on the Northeast Gateway in order to review data, the effects of additional development, and alternatives for a connection at Shamrock and Roberts Roads as well as connecting only to Roberts Road. Ben Pingree stated that the traffic study was the first component of the PD&E, which was already underway. Staff anticipated an agenda item at the December 2019 meeting that outlined the findings of the traffic study including peer reviews of the study by two external entities. Commissioner Matlow additionally requested that Blueprint staff and consultants to collaborate with the engineering firm, hired by the Killlearn Homes Association, on the traffic study process to gain mutually agreeable inputs in order to respect the results. The motion failed for lack of a second.

Commissioner Matlow expressed concern that process overruled policy and that the Procurement Policy was one policy that governed general spending. He noted IA Board discussion about the creation of a Leveraging Fund but had not set the policy that would oversee it. The IA Board understood that any amount spent from there would require IA Board direction; however, he preferred that the decision be committed to policy with a clearly outlined procedure for allocations and expenditures. Ben Pingree stated that in the August 20, 2019 IA Board Budget Workshop staff presented an item that outlined that any expenditure from the Unallocated to Projects Fund (Future Opportunity Leveraging Fund) would require IA Board direction. Staff could certainly turn that into a draft policy for IA Board consideration.

Commissioner Matlow moved, seconded by Commissioner Richardson, to create a policy that explained the process for spending from the OEV Capital Budget line item Unallocated to Projects (Future Opportunity Leveraging Fund).

The motion passed 12-0.

Commissioner Matlow moved to reallocate the \$30,000 for the potential purchase of Buxton Analytics software to the operating budget for OEV. It failed for lack of second.

Commissioner Williams-Cox expressed her concerns over approving a budget that contained line items she questioned, such as Buxton Analytics. Ben Pingree confirmed that staff would address specific concerns on Buxton, in discussion of Item #10. The budget could be approved and specific policy direction given on individual expenditures.

Commissioner Richardson spoke to the turnout of citizens and their input regarding the Northeast Gateway and 3DB Regional Stormwater Facility projects. He requested the consideration of all alternatives for the projects in the planning phase or PD&E study, including the fiscal impact of alternatives.

Commissioner Bryant recommended pulling any items in question from the budget prior to approval, including the amount necessary for the traffic study on the

Northeast Gateway. Commissioner Desloge clarified that the first component of the PD&E, which was included in the budget, was the traffic study. That information would inform a detailed discussion at the December 2019 IA Board meeting, which may provide alternatives for roadway connections. The traffic study would cease if the IA Board did not pass the budget. Ben Pingree reiterated that the items in the budget contemplated and enabled all of the policy decisions under discussion. The budget could be approved as presented and IA Board could still provide guidance on the individual policy decisions following the discussion of the item.

Mayor Dailey recommended passing the budget as presented in order to set the level of spending. He cautioned against adjusting the levels at the table because of the required specificity for government accounting purposes. Passing the budget did not preclude discussion on specific line items or prevent guidance not to spend and reallocate funds elsewhere. That was best accomplished not in budget formation but through policy. The IA Board could at any point in the year, modify the spending of the budget, capital or operating, through policy action.

Commissioner Dozier spoke to the expanded meeting schedule and two additional workshops in 2020 and noted the corrective measures in place that enabled a more detailed budget process for Blueprint Intergovernmental Agency.

Commissioner Bryant moved, seconded by Commissioner Richardson, to approve Options 1, 2, and 3.

Option 1: Conduct the Public Hearing to adopt the FY 2020 Blueprint Intergovernmental Agency Operating Budget as presented and approve the FY 2020 Operating Budget Resolution (Resolution No. XXX)

Option 2: Conduct the public hearing to approve and adopt the Fiscal Year 2020-2024 Capital Improvement Program as presented and approve the FY 2020 Capital Improvement Program Budget Resolution (Resolution No. XXX)

Option 3: Direct Blueprint staff to request significant benefit district project funding from the City of Tallahassee (\$1,280,000) toward the Northeast Connector: Bannerman Road Project.

Commissioner Proctor questioned the allocation to the Convention Center. Cristina Paredes stated that it was a collaboration between OEV and Florida State University (FSU) on a Market Feasibility Study, approved by the IA Board at the September 2018 meeting. Staff anticipated an agenda item for the December 12, 2019 IA Board meeting to present the findings.

Commissioner Proctor, Commissioner Matlow, and Commissioner Williams-Cox expressed dissatisfaction with the budget process. Mayor Dailey stated that budget discussion occurred at two meetings as well as an additional half-day budget workshop to provide further opportunity for elucidation. Commissioner Desloge reiterated the months long budgeting process and, while different from those of the City and County, clarified that Blueprint Intergovernmental Agency, as created by

referendum, is a third form of government for Tallahassee-Leon County. Moreover, as the Agency transitioned into the 2020 program, bumps in the road were likely. However, citizen engagement and the additional meetings and workshops would continue to refine the process.

The motion passed 12-0.

ITEMS PULLED FOR DISCUSSION – CONTINUED

3. Acceptance of the Status Report on Blueprint Infrastructure Projects

Speakers continued:

Gloria Arias, 2211 Killarney Way, spoke in opposition to the Northeast Gateway connection to Shamrock Street and advocated for the alternative of Roberts Road.

A.W. Tubaug, 2924 Tipperary Court, spoke in opposition to the Northeast Gateway connection to Shamrock Street.

James Walters, 3222 Shamrock Street East, spoke in opposition to the Northeast Gateway connection to Shamrock Street, noting variables and issues with parameters of the study, and requested the inclusion of a representative of Killlearn to the review panel.

Allen McGinniss, 2325 Killarney Way, spoke in opposition to the Northeast Gateway connection to Shamrock Street because of traffic safety concerns and requested that staff investigate alternatives, such as Roberts Road.

Laurie Davis, 3042 Shamrock Street North, spoke in opposition to the Northeast Gateway connection to Shamrock Street because of increased traffic through Killlearn.

Brian Lupiani, 607 McDaniel Street, spoke in opposition to the proposed 3DB Regional Stormwater Facility.

Tom McNamara, 3332 Pipine Rock, spoke in opposition to the Northeast Gateway connection to Shamrock Street.

Wendy Rutter, 3713 Foxford Circle, spoke in opposition to the Northeast Gateway connection to Shamrock Street citing traffic concerns and negative economic impacts to the neighborhood.

Scott Dyer, 3098 Waterford Drive, spoke in opposition to the Northeast Gateway connection to Shamrock Street and advocated for an I-10 interchange that connected to Roberts Road.

Mayor Dailey stated that there seemed to be a misunderstanding that the project included physical expansion into Killlearn. He understood the concerns of increased traffic through the neighborhood. However, Mayor Dailey felt it important

to clarify that the project concepts did not suggest widening Shamrock Street or Killarney Way or eminent domain proceedings.

Mayor Dailey moved, seconded by Commissioner Minor, to approve Option 1 as amended for the Northeast Gateway project: to extend the PD&E traffic study to include the alternative routes of Roberts Road, possibly Thornton Road as well, and the traffic impact on the Fleishman Road, to Olson Road, to Raymond Diehl Road, to Killearn Center Boulevard.

Option #1: Accept the September 2019 status report on the Blueprint Infrastructure projects.

Commissioner Dozier noted the long history of the Northeast Gateway project and the issues identified by the Florida Department of Transportation (FDOT) in approximately 2014, with the Thomasville Road – I-10 interchange. The overpass proposed at Thomasville was removed as an alternative due to the work of the Capital Regional Transportation Planning Agency's (CRTPA) expansion of the scope of the study to contemplate an interchange at Welaunee Boulevard. She also questioned if the involvement of FDOT, through the expanded scope of the CRTPA study, addressed concerns of a broad traffic study rather than specifically on Shamrock Street.

Autumn Calder confirmed that addressing the congestion at the Thomasville Road – I-10 interchange was part of the purpose and need of the project. The study area encompassed the existing interchange, Thomasville Road, and all of Killearn Estates. However, it did not include an interchange at Welaunee, only an overpass. FDOT provided funding through the Transportation Regional Incentive Program (TRIP) that supported design costs. Furthermore, Blueprint was considering a State Infrastructure Bank (SIB) loan, which would be administered through FDOT. FDOT and possibly the federal government (US Department of Transportation – USDOT) would manage the PD&E study of the interchange at Welaunee and I-10. However, the overpass would dictate where the future interchange would probably go. Commissioner Dozier stated that the expansion of the scope early in the process and with citizen involvement, such as those present, helped ensure that staff studied the right scope.

Commissioner Dozier questioned if future traffic patterns would be contemplated in the traffic study. Autumn Calder clarified that the purpose and need statements included the goal to alleviate current and future congestion on our canopy roads. The project was 20 years in the making and Blueprint staff would continue to ensure a thorough process. The experts from Kimley-Horn and Associates have more than twenty years of experience in traffic engineering. Blueprint trusted their objective and technical expertise, and the peer reviews would provide good advice as well. Furthermore, Blueprint has met with Killearn Homes Association and requested a meeting with their traffic consultant prior to the completion of the construction of the model to coordinate on the data and input to be sure to capture and evaluate the data all sides needed.

Commissioner Dozier expressed appreciation for the context and requested, if possible, to ensure that the various alternative future traffic patterns be communicated to the City for their staff to evaluate for a holistic approach to the traffic issues in Killlearn.

Lastly, Commissioner Dozier stated that both big issues, safety concerns due to increased traffic and environmental impacts of development, presented by the public speakers, affected neighborhoods and therefore is beyond the scope of Blueprint Intergovernmental Agency. She acknowledged the collaborations between City and County staff and offered a friendly amendment to Mayor Dailey's motion to establish of a formal policy that would bring forward a City or County assessment of surrounding neighborhoods, in relation to a Blueprint project. Mayor Dailey stated that he would prefer it to be a separate motion however; he would second it at the appropriate time.

Commissioner Matlow stated that the bigger issue was how Blueprint IA got to the current point with specific projects. It seemed to him like a game that the IA Board and Blueprint staff played out where the Sales Tax Committee identified the list of Blueprint projects that voters approved yet voters say they did not vote on specific projects and the Sales Tax Committee was not at IA Board meetings. He did not see where or how the IA Board made decisions on the projects, yet they were the elected representatives of the City and County. As an Agency, it was incumbent on the IA Board to represent the will of the people and he thought they failed. People ask about the public outreach and the hired community outreach company was a campaign consultant.

Commissioner Matlow stated that the IA Board provided direction at the June 27, 2019 meeting for staff to bring back an agenda item on affordable housing and what was delivered to the CAC was reasons why Blueprint could not do that. Commissioner Matlow requested that the City Manager intervene to bring the item through. He questioned who was in control, if there would be discussion on decision, or if they would continue to be passed to future meetings. He appreciated the additional meetings and workshops for 2020 however, his issues needed to be clearly outlined and discussed for them to be successful. With clear policies and sensible processes in place the IA Board could then say, "we did everything right." The process for Blueprint was a sham, it was circular, and no one wanted to own up to it.

Commissioner Matlow read into the record a list of specific requests from the Killlearn Homes Association: an alternative to extend Welaunee Boulevard to Roberts Road, a traffic analysis, an alternative that did not connect to Shamrock Street at all, and the preliminary design of the roadway placed on hold. He requested an honest conversation of the varying alternatives with the pros and cons of each discussed so that he could pretend that he made a decision that actually directed what happened.

Commissioner Jackson clarified that the motion on the floor contained fiscal analysis of each alternative. Mayor Dailey confirmed the request.

Commissioner Richardson addressed the public safety improvements that were necessary in the Killearn neighborhood and reiterated to City staff the importance of expediting their recommendations. Regarding Commissioner Matlow's comments, Commissioner Richardson stated that he was personally part of Blueprint 2000 since inception. He thought that the majority would agree, that the work of Blueprint over the last 20 years moved the communities of Tallahassee-Leon County forward. He was unaware of community complaints on any of the projects completed by Blueprint 2000. Beginning the late 1990s a small group of citizens, the Environmental and Economic Consensus Committee, outlined projects and convinced the community that those were the infrastructure projects that needed to be addressed. The community voted to tax itself to fund those projects, which were completed on time and under budget. Those projects continued to be such a source of pride for Tallahassee-Leon County that, for a second time, voters taxed themselves for another 20-years.

Commissioner Richardson noted that he served as the Vice-Chair of the Sales Tax Committee and listed many names from a broad spectrum of community members who served also, in a bipartisan manner to bring it to fruition. He stressed the amount of time they dedicated to public meetings across the community taking input on the proposed projects. He spoke of his devotion to public service and of living and raising his family on Southside because of his love of Tallahassee. The process was not a sham. It was an open process with extensive community involvement. It may not have been perfect and the IA Board had the opportunity to correct the course before them. However, it could not be said with any accuracy that the process and Agency was a sham.

Commissioner Richardson further stated that the IA Board had the opportunity to take input from the whole community, to make adjustments through the transition to the 2020 program, and continue to better the community for everyone.

Commissioner Minor addressing the public stated that, based on his history with Blueprint and the colleagues around the table that each one was trying to do the best thing for Tallahassee. People might disagree with them or their interpretation of the facts, however everyone was trying to do what was best for Tallahassee-Leon County. A challenging dynamic of projects that could span a decade or more was that the citizens who provided public input during the early were frequently different from the ones impacted at the design and construction stages. This often resulted in a perception that by the time the public became aware of projects it was too late to change them. He clarified for the audience that the motion on the floor was changing the project. It expanded the scope to consider alternatives. He noted that the IA Board could ask for public trust in that the IA Board was trying to do the right thing. He requested that the public judge the actions taken by the IA Board as reflected through Mayor Dailey's motion.

Commissioner Proctor stated that what he heard in Commissioner Matlow's comments, beyond IA Board sensitivity to the offense, was that citizens voted for the sales tax extension, endorsed projects, and recognized the community improvements created Blueprint 2000. They did not vote against projects that would cause regressive impacts, for example, roadway projects that potentially

affected property values. Even with the majority of voters approving the project concepts, the City, County, and Blueprint needed a process and platform for the specific people impacted to express their concern.

Commissioner Proctor further stated that some projects, such as the Fairgrounds, also voted on by citizens, had not yet come to fruition. All of the proposed projects were righteous yet getting them funded was difficult. Regarding the budget for Woodville Highway, he noted funding for right-of-way acquisition but not construction. He suggested reprogramming, through CRTPA, the \$30-million provided by FDOT for a roundabout connecting Tram Road, South Monroe Street, and Adams Street into Woodville Highway construction stating that the citizens preferred the construction of Woodville Highway to more roundabouts.

Commissioner Dozier stated that recognizing success and failures was equally important, as was the acknowledgement that members of the IA Board worked years to implement change for the better. She expressed her excitement at the new voices and perspectives on the IA Board and new the opportunities with the 2020 program to look at projects and public engagement process in different ways. Each new member voiced support for refining the methods of engagement. For example, tracking the long lead times of projects through status updates on the Blueprint website rather than the concept narrative on project pages.

Commissioner Dozier further stated that the people speaking out about the Northeast Gateway was the right posture by providing input well in advance of the project, to influence the scope of the PD&E Study. She did not see it as conflict but rather the appropriate place to begin. Everyone in the room was there for the right reasons. She did not want that to get lost in the debate. Actions were underway to improve processes and engagement and there was room for further refinement.

Commissioner Desloge stated that each person present took the work of Blueprint and the City and County seriously. Citizens, staff, and elected officials invested years into the sales tax extension and the governance of the projects was a work in progress. To call that process a sham was insulting. The IA Board was one of the best he had the privilege to serve on, in part because of the diversity and disagreements, more so because of mutual respect.

Regarding the Northeast Gateway specifically, Commissioner Desloge reiterated that the motion on the floor expanded the scope of the PD&E and the data provided by the traffic study would inform future IA Board decisions.

The motion passed 12-0.

Commissioner Matlow moved to include Roberts Road and exclude Shamrock Street as a connection for Welaunee Boulevard from the traffic and halt roadway design until the traffic study was completed. Mayor Dailey noted that the traffic study would study the area holistically, including no connection options across dozens of models for options throughout the area, and would be peer reviewed twice. Autumn Calder confirmed, as did Ben Pingree, that the previous motion covered the suggested options.

Commissioner Matlow moved, seconded by Commissioner Proctor, to engage the Killearn Homes Association and their engineering consultant through the process of modeling in order to reach a mutually agreed upon outcome.

Commissioner Maddox stated that evidenced by the turnout in the Chambers, Kimley-Horn & Associates was fully staffed and collaborating with the neighborhood. He was unsure what the motion achieved because, as he understood from staff, Blueprint and Kimley-Horn were already working with the Killearn Homes Association and their engineer.

Mayor Dailey spoke in opposition to the motion stating it was out of control. There were subject matter experts with Blueprint and Kimley-Horn on the project, contracts in place, and open lines of communication with the Killearn Homes Association. The IA Board expanded and agreed upon the scope data sets, and the findings of the PD&E would be peer reviewed twice. He encouraged trust in the experts, process, and oversight.

Commissioner Williams-Cox spoke to the importance of Kimley-Horn working with all of the stakeholders or their representatives, beyond the Killearn Homes Association, across the whole study area.

Commissioner Matlow clarified the abundance of caution his motion expressed and his goal of eliminating disagreement with the method of the study at the December meeting.

Commissioner Minor offered a friendly amendment of including representatives from neighborhoods across the study area, in order to facilitate a study that included different solutions. Thus enabling Kimley-Horn to complete the traffic study, followed by peer reviews, and well-informed IA Board discussion in December.

Commissioner Matlow declined the friendly amendment stating that Killearn Homes Association hired traffic engineers and that spoke to their lack of trust. He intended the motion to provide those engineers the opportunity to weigh in and agree on the test ahead of it occurring.

Commissioner Proctor stated that the Fallschase project set the precedent for Commissioner Matlow's motion. Pursuing the process requested by Commissioner Matlow could achieve greater harmony.

Commissioner Bryant voiced her support of the best business practice of collaboration between staff, consultants, and neighborhoods and the process through which they communicate their assessment, whether or not they reached agreement, to the IA Board who would in turn make a decision based on the information provided.

At the request of Mayor Dailey, Commissioner Matlow clarified the motion stating that when the model was determined, that the engineers – hired by Killearn Homes Association, participate and agree upon the test prior to running any of the models.

The motion failed 4-8.

Commissioner Bryant moved, seconded by Richardson, for all vested parties to participate in a collaborative process bringing their input and expertise to the table, with the information of that process brought back to the IA Board.

Ben Pingree stated that collaboration is a core objective of the Blueprint Intergovernmental Agency. With regard to the Northeast Gateway, Blueprint staff, on behalf of the IA Board, initiated three public outreach opportunities including a meeting with the engineer hired by Killearn Homes Association the preceding week. Furthermore, Blueprint would hold the contract consultant accountable to conducting the analysis and presenting the findings to inform future policy decisions by the IA Board.

The motion was withdrawn by consensus across the IA Board.

10. Acceptance of the Report on the Office of Economic Vitality's Support of Local Business Growth and Formation, Approval to Submit a Grant Application for the Establishment of \$1 Million Small Business Loan Program in Partnership with the Apalachee Regional Planning Council, and Approval to Contract with Buxton Company to Support Local Business Growth Outreach

Speakers:

Lennoris Barber, 802 Old Bainbridge Road, spoke to discrimination in past loan programs and requested the IA Board to allocate \$325,000 in a similar program dedicated to Frenchtown, Bond, South City, and Griffin Heights.

Commissioner Williams-Cox expressed her disagreement with the collaboration with minority-owned business and minority Chambers of Commerce. Her research indicated outreach to one phone call and one minority Chamber. She strongly encouraged staff commit real dollars to bolster small, minority, and women-owned businesses. Capital should be made available to MWSBEs that provided a hand up in starting or sustaining businesses. She referenced the black business loan program through Florida Department of Economic Opportunity and the \$60,000 issued since July 1, 2019 to small, minority-owned businesses.

Commissioner Williams-Cox stressed the importance of engagement with the 'mom and pop' businesses to promote economic vitality. In the end, OEV would be measured on their ability to enable MWSBEs to be productive in the community. Furthermore, she expressed her concern with money collected through sales tax in Leon County that could be spent in other counties through a regional microloan program.

Cristina Paredes stated that the objective of the collaboration between OEV and the Apalachee Regional Planning Council (ARPC) was to secure financing for mainly high-risk business that did not qualify for traditional financing through banks. The opportunity exists to take \$200,000.00 of sales tax funds to leverage \$800,000.00 of federal funding. OEV works closely with ARPC to ensure that MWSBEs in Leon County received the benefit of investment. Ms. Paredes noted that minority owned businesses received 40% of the loans issued regionally. Should the grant application be approved by the EDA, OEV would collaborate with ARPC to ensure the small businesses in Leon County, whether they were minority or women owned, have that access to capital.

Commissioner Williams-Cox suggested that the loan money go to businesses in Tallahassee-Leon County. Cristina Paredes stated that should OEV and ARPC be successful in securing funding for the revolving loan program, staff would work with the ARPC to ensure the money was reinvested back into area businesses. Commissioner Williams-Cox questioned the return on the loan. Mrs. Paredes did not have the statistical data on hand and noted that the Director of ARPC was available to answer those questions.

Ben Pingree confirmed that route for historical information and clarified that, staff sought direction from the IA Board on a new opportunity to take \$200,000 of sales tax funds to leverage \$800,000 of federal funding and ensured that the combined \$1-million would be spent on microloans in the local community. Commissioner Williams-Cox questioned the plan should staff be unsuccessful in securing the loan. Cristina Paredes stated that staff would bring forward another recommendation on how OEV could achieve the MWSBE microloan program goal within the economic development program. Commissioner Williams-Cox requested in the forthcoming strategic plan review, requested by the IA Board at the June 27, 2019 meeting, that staff intentionally target MWSBEs and Veterans for such programs, ensuring good stewardship of the funds collected through the sales tax and producing results within the community.

Regarding the second part of the item, the approval of the contract with Buxton, Commissioner Williams-Cox questioned the vendor selection. Cristina Paredes stated that Buxton was a copyrighted, proprietary software company that reviewed drive times and market conditions for potential business. Two recent business projects in the Frenchtown and South Monroe/Adams Street areas posed questions about market capabilities. Currently OEV was unable to calculate that information. The contract with Buxton would supplement the data already provided by OEV and provide the answers to businesses including customers that walk or take transit. Feedback from other communities that utilize the Buxton software report greater business retention through sharing competitive insights. Commissioner Williams-Cox cautioned strongly against trusting the reports of other communities on software. Mrs. Paredes stated that if the software did not produce or provide businesses with the data they were seeking the contract would not be renewed moving forward. Commissioner Williams-Cox stated that if the IA Board invested \$30,000 on a software product that may or may not work, they could also invest in high risk minority and small businesses, whether the leveraging

of funds through ARPC worked or not, because at least it would stay within the local community.

Speakers:

Stanley Sims, 1320 Avondale Way, spoke to the findings of the Disparity Study, the obstacles to starting a minority/black-owned business, and the restrictions placed on other sources of capital for applicants of the Elevate Fund.

Commissioner Dozier spoke in favor of the microloan program stating that, through her experience on the ARPC, it could meet goals articulated by Commissioner Williams-Cox, Mr. Sims, and others. She emphasized, however, that from the beginning minorities and women were considered high risk and that traditional lenders sometimes judged worthiness on the applicant's appearance rather than the application. The opportunity to access \$800,000 of federal funds to serve Leon County leveraged efforts to support more MWSBE business startups.

Regarding the Buxton contract, Commissioner Dozier clarified that the software did not serve as a Shop Local Program but rather provided data, requested from but not currently available through OEV, not only supported business recruitments but also supported small business retention. Cristina Paredes stated that the software was a business intelligence tool that staff would utilize to understand market conditions and to promote the Shop Local Program by driving their marketing information and outreach.

Mayor Dailey stated that the software was a necessary component to assist and track new businesses.

Mayor Dailey moved, seconded by Commissioner Dozier, to approve Options 1, 2, and 3.

Option 1: Accept the Status Report on Support of Local Business Formation and Growth in Tallahassee-Leon County.

Option 2: Authorize OEV to provide a \$200,000 match and submit a United States Department of Commerce Economic Development Administration revolving loan grant application for the establishment of \$1 million small business loan program in partnership with the Apalachee Regional Planning Council.

Option 3: Authorize staff to contract with Buxton Company to support local business growth and outreach in the amount of \$30,000.

Commissioner Proctor, read the ways Buxton could assist OEV from the agenda material and stated that it seemed to duplicate the work of OEV and local business such as Swellcoin. Cristina Paredes stated that OEV met regularly with Swellcoin and the Shop Local team. The proprietary software system, used to enhance the Shop Local Programs, assisted business with additional tools to make more informed business operation decisions moving forward. Commissioner Proctor spoke to the efforts of Swellcoin's founder, Barbara Wescott, with women-owned

businesses and shop local initiatives. He stated that he could not support the out of state contracts and overlook local vendors.

Commissioner Matlow stated that it was unclear which targeted industry the software would focus on and given that the money came from unallocated funds, he supported the funding the contract out of OEV's operating budget. He was reticent to spend money from a leveraging fund when 1) it was not for leveraging and 2) the IA Board had not yet determined how the funds would be spent.

Commissioner Matlow offered an alternative motion, seconded by Commissioner Proctor, to fund the Buxton contract out of OEV's operating budget.

The motion failed 3-9.

Commissioner Desloge called the vote on the original motion by Mayor Dailey.

The motion passed 11-1.

VI. GENERAL BUSINESS / PRESENTATIONS

11. Acceptance of the Capital Cascades Trail Segment 3 Status Report on Public Engagement, Acquisition Processes, and 3D-B Regional Stormwater Facility

Autumn Calder provided a brief presentation on the status report of Capital Cascades Trail Segment 3 including projects status, community outreach, current and alternative designs, right of way acquisition and compensation history, and community gathering spaces.

Commissioner Matlow questioned the increased budget for Alternative 3 of the 3DB Regional Stormwater Facility. Autumn Calder confirmed that to extend the box culvert to the Central Drainage Ditch increased the budget by \$533,875. There was a difference of \$33,875 between the construction the pond and that of the box culvert. The \$500,000 was the loss of the grant from Florida Department of Environmental Protection (FDEP). That amount would be paid for by Blueprint and was therefore calculated as an increase to the cost of the project bringing the total to \$533,875.00. Commissioner Dozier spoke to the semantics of the calculations, stating that it was necessary to account for the \$500,000 loss out of Blueprint dollars. The project budget itself did not increase but the amount contributed by Blueprint did.

For discussion, Commissioner Richardson moved, seconded by Commissioner Matlow, to approve Option #5.

Option #5: Direct Blueprint staff to amend the Capital Cascades Trail Segment 3D-B Regional Stormwater Facility design consistent with Alternative #3.

Speakers:

Danielle Irwin, 3185 Ferns Glen Drive, spoke on smart pond alternatives to enhance water quality.

John Hedrick, 1551 Cristobal Drive, spoke in favor of Option 5/Alternative 3.

Robert Conroy, 548 Port Leon Drive, spoke to the impacts of fertilizers, not storm water, on water quality at Wakulla Springs.

Sam Mckinney, 1709 Pepper Drive, spoke in opposition to the removal of trees in memorial to the former residents of Boynton Stills.

Bruce Strouble Jr, 1935 W. Saber Drive, representing the Bond community, spoke in favor of the 3DB Regional Stormwater Facility and the proposed enhancements.

Priscilla Param Hudson, 3775 Evanwood Court, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Lee Folmar, 2399 Ryan Place, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Pamela Chamberlain, 3811 Shamrock Street West, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Lisa Seers, 820 McGuire Avenue, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Larry Hendricks, 406 Alpha Avenue, spoke in opposition to reduced City and County services and tax increases.

Teddy Tollett, 215 West College Avenue, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Ed Deaton, 9601 Miccosukee Road, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Anne Wilde, 9601 Miccosukee Road, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Jan De Cosmo, 2205 Jim Lee Road, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Ginny Grimsley, 3018 Blair Stone Road, spoke in opposition to the proposed 3DB Regional Stormwater Facility and recommended skills-based volunteer opportunities across the community to effect positive change.

David Brightbill, 1200 Stearns Street, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Barbara Cooper, 1205 Landings Loop, spoke of the wisdom of grandmothers and in opposition of clear cutting trees in the name of development.

Nita Davis, 1111 Paul Russel Road, spoke about the efforts of a few residents who saved the Lichgate Oak and stressed the importance of saving the trees.

Melissa Meschler, 413 W. 7th Avenue, spoke in favor of Option 5/Alternative 3.

Shauna Smith, 814 Apache Street, an original member of the FAMU Way History and Culture Trail Advisory Committee, spoke on the 20 plus community meetings held on the issue and the integrity of Blueprint staff for listening to the people who live in the area and providing alternatives. She spoke in favor of the 3DB Regional Stormwater Facility for stormwater and flood mitigation, improving lifestyles, and increased economic opportunities.

Talethia Edwards, 1802 Saxon Street, President of the Greater Bond Neighborhood Association and Chair of the Title 1 Advisory Council, spoke in favor of the 3DB Regional Stormwater Facility for the stormwater treatment, the influence economic opportunity, and alignment with the approved Neighborhood First Plan.

Jim Jolley, 3605 Houston Road, spoke to the City's public input process and recommended a qualitative approach to collecting public input. He also suggested smart pond alternatives to the 3DB Regional Stormwater Facility.

Kirsten Summers, 2496 Dundee Drive, spoke in favor of the 3DB Regional Stormwater Facility, for stormwater mitigation, and water quality improvements. Most importantly though, because the residents who live in the community directly affected by the project also want the pond.

Sean McGlynn, 568 Beverly Court, spoke of minimal nitrogen removal and alternative water treatment options. He also suggested writing a grant for state funding for a treatment wetland park.

Matt Marino, 1816 Fernando Drive, spoke of the cultural significance of the trees in Boynton Stills and in opposition to the proposed 3DB Regional Stormwater Facility.

Max Epstein, 1001 San Luis Road, spoke to the notification and grievance process as well as the settlement amounts received by property owners.

Commissioner Williams-Cox questioned the amount received by Chief Walker. Kirsten Mood stated that he received over \$400,000 for both parcels as well as relocation compensation.

Jonathan Lammers, 3164 Lakeshore Drive, spoke in opposition to the 3DB Regional Stormwater Facility stating that it did not improve water quality only stormwater mitigation.

Steve Urse, 1118 Waverly Road, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Jim McMurtry, 402 Coldstream Drive, read an excerpt from Glen Doran, Ph.D. and Professor Emeritus at the School of Anthropology, Florida State University requesting archeological investigations prior to construction.

Steven Kurtz, 1611 Milton Street, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Lucia Sommers, 1611 Milton Street, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Jeff Van der Meer, 3006 Avon Circle, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Mina Ford, 4100 HJK Howard Road, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Linda Vaughn, 3303 Dartmoor Drive, a member of the Blueprint Citizen Advisory Committee representing the elder community, spoke to the insufficient time provided to review adequately extensive agenda material to make recommendations to the IA Board.

Peter Kleinhenz, 2414 Dozier Drive, President of the Apalachee Audubon Society, spoke to the benefits of trees on child development.

Christopher Daniels, 704 Gamble Street, Vice-President of the Greater Bond Neighborhood Association, spoke to the difficulties for residents of Bond Neighborhood to attend Commission and Board meeting and the subsequent disproportions in representation. The FAMU Way extension provided benefits to the community such as opening the community and created a fluidity with the surrounding communities. He spoke in favor of the 3DB Regional Stormwater Facility stating that, in addition to flood mitigation, it supported the Neighborhood First Plan by creating economic development opportunities,

Steve Dollar, 3003 Ingress Road, spoke in opposition to the proposed 3DB Regional Stormwater Facility preferring to retain the oak trees.

Commissioner Maddox offered a substitute motion, seconded by Commissioner Bryant, to approve Option #1 and #2.

Option #1: Accept the status report on the Capital Cascades Trail Segment 3 public engagement, acquisition processes and 3D-B Regional Stormwater Facility.

Option #2: Direct Blueprint staff to enhance community-gathering spaces along Capital Cascades Trail Segment 3D-B including expansion of the St.

Marks Trailhead and creation of the Regional Stormwater Facility overlook space and to reuse the live oak tree wood as available.

Commissioner Maddox stated that staff recommendation supported the feedback he received from meetings with neighborhood representatives. He understood that it might disappoint many people; however, those in closest proximity to the project wanted the pond, and that meant something. He thanked the broader public for their interest and involvement but he also issued a challenge: to extend their involvement to speak out about the number of shootings, the ALICE report, or other issues affecting the Southside. He understood that the citizenry cared about trees; he encourage them to extend that passion to care about the people living in the poor and flood prone areas.

Commissioner Lindley expressed her respect of Commissioner Maddox's comments and offered Option 3, Alternative 1 as a possible compromise. It saved two of the larger trees, included a pond, and retained 90% of the stormwater capacity goal of the project. The IA Board collectively expressed their will to dispense with the motions on the floor.

Commissioner Williams-Cox stated that the residents of the Southside neighborhoods wanted the Regional Stormwater Facility, improved roadways, and additional amenities for their neighborhoods. She cited the property acquisition data stating that there were two residential, one ministry, and one business, and one part-time owner and storage. The remainder of the properties were occupied by renters and owned by people who did not maintain the properties properly. No one advocated for improved living conditions for the renters then. The decision made by the IA Board would be their legacy in the Greater Bond community through an investment of \$6.5 million

Commissioner Dozier expressed her support for Commissioner Lindley's proposed motion of Option 3, Alternative 1 plus the investigation of smart pond options. She spoke of the environmental issues worldwide and the importance of patriarchal oaks. Approaching the issues holistically however, one must consider water quality, the removal of trash, debris, and microplastics, flood mitigation, and the social and economic effects on the community. She was saddened at the removal of the trees. However, her vote of support for the motion was also for rectifying past government board decisions, saving cypress swamps, forests, cleaning up microplastics, and preserving the neighborhood.

Regarding joint City-Blueprint, City-County, or County-Blueprint projects, Commissioner Dozier stated that she did not feel she knew enough about the alignment of FAMU Way and Capital Cascades Trail. While it was discussed at IA Board meetings and decisions were rightly made by the City, the project was bifurcated. She questioned how much the alignment of FAMU Way locked in the location of the 3DB Regional Stormwater Facility. She offered a friendly amendment to include an after-action report on the public process and to implement improvements moving forward.

Commissioner Matlow referenced the St. Augustine Branch watershed and noted that the area south of Bragg Stadium was currently untreated. He noted the serious flooding issues across the Southside and thought that the pond was a good vehicle to address them. As he understood it, the 3DB Regional Stormwater Facility would support up to 86-acres of additional redevelopment as noted in the FDEP grant application. He requested clarification on existing flooding issues that would be resolved by the pond and if limits would be imposed on developers within the watershed to buy redevelopment capacity in the pond.

Cameron Snipe, Project Engineer with Kimley Horn & Associates, stated that as currently designed, the pond had zero redevelopment capacity. He noted that approximately 1100-acres of the northern portion of the St. Augustine Branch was currently treated by stormwater facilities constructed by Blueprint. The proposed pond would capture and treat water from the remaining 426-acres. The project design included rerouting the St. Augustine Branch through the proposed Regional Stormwater Facility. Therefore, in tandem with Boca Chuba Pond, Coal Chute Pond, and Lake Anita, the 3DB Regional Stormwater Facility provided water quality benefits and stormwater control for the entire 1500-acre St. Augustine Branch basin. Autumn Calder clarified that the size of the pond had not changed since the grant application, however through the design process, staff developed a permitting strategy over the course of the year following Blueprint's submittal of the grant application to FDEP that only treated for retrofit capacity. If staff were to submit the same application today, there would be no treatment for redevelopment.

Commissioner Matlow stated that regarding agenda items, process, and the presentation of information he suggested a pros and cons list of the facts. Furthermore, as the second to Commissioner Maddox's motion, he supported it however, should it not pass, he also supported Commissioner Lindsey's proposed alternative motion.

Commissioner Minor questioned the benefits and prospects of smart pond technology. Cameron Snipes stated that as designed the 3DB Regional Stormwater Facility included an advanced treatment system with fitted with a Bio-Sorption Activated Media (BAM) filter to uptake nutrients and discharge clean water to the pond. Project staff met with Danielle Irwin; the options available through that company could be added to any alternatives of the pond and potentially increase treatment and efficiencies if desired. Relative to stormwater projects, the 3DB Regional Stormwater Facility was beneficial in that it provided a level of treatment to a 1500-acre watershed and removed nitrogen and phosphorous.

Regarding the low water quality of Lake Munson, Commissioner Minor questioned if efforts would be better served to focus all treatment there given that the collected stormwater ultimately ended up there. Cameron Snipes stated that the Capital Cascades Trail Segment 4 project was aimed more toward the lower Central Drainage Ditch and water quality. One of the goals and objectives of Segment 3 however was to provide as much water quality and flood control as possible to prevent the large task of cleaning it all at the bottom of the hill.

Commissioner Minor requested clarification on the conflicting reports on the health of the Benton Oak. Autumn Calder stated that the multiple methodologies used provided a comprehensive assessment of the tree by the City's Urban Forester and the Arborist. Commissioner Minor stated that he believed it important to save the tree even with hollow space and the amount of decay in it. When weighed against the tradeoff with water quality and flood mitigation in the surrounding neighborhoods, he would vote against the motion on the floor in favor of Commissioner Lindley's proposed alternative motion for Option 3, Alternative 1 as a compromise.

Lastly, Commissioner Minor stated that he supported Commissioner Dozier's request for an after action report. Regarding CAC agendas, one week's lead-time to read and absorb 900-pages of technical information, at a future meeting, he wanted to discuss the amount of time the CAC, IA Board, and the public have to review voluminous reports and agenda material.

Mayor Dailey stated that he strongly supported the substitute motion on the floor, and should it fail, he supported Option 3, Alternative 1. After hours of public comment, only two people spoke to the quantity of stormwater and impacts of it on the Southside. He reminded everyone that stormwater management was a 20-year priority issue for the community. In the past 10 years, Leon County spent in excess of \$13 million on stormwater south of Tennessee Street. Including damming and scraping Lake Munson to remove the polluted sediment and returning the water; and was scheduled to do so again in the future.

The City of Tallahassee spent in excess of \$58 million in stormwater improvement from Tennessee Street southward. Including the Lower Central Drainage Ditch, Madison Street, Gaines Street, and Emery Court. Flood mitigation was also a priority of Blueprint Intergovernmental Agency who spent in excess of \$29 million addressing the flooding issues from Leon High School, Franklin Boulevard, through Cascades Park, the entirety of FAMU Way, connecting to the Chain of Lakes, into Munson Slough where it entered the Floridan Aquifer and discharged at Wakulla Springs.

Collectively, the three local governments have spent \$100 million to date, south of Tennessee Street, on stormwater management. The conveyance of stormwater and the impact to neighborhoods was a 20-year priority that he intended to uphold. He spoke of standing room only City Commission meetings where residents of Jake Gaither and Bond communities spoke of the flooding that happens in any rain event because of water that backs up from Lake Henrietta, into Silver Lake, which spilled also onto the golf course itself. This project was years in the making and it was important that the IA Board fulfilled the commitment made.

Regarding other issues brought forward throughout the process, Mayor Dailey stated that the City was recently sued over the process on FAMU Way and Capital Cascades Trail Segment 3 and won in court. Furthermore, concerning the health of the tree, he trusted the local experts, who performed borings of the tree and found it lacking structural integrity. He noted that the IA Board increased the risk for liability through keeping the trees despite knowing that they were structurally

insecure. He expressed his pride in Tallahassee for being a Tree City USA and having a tree canopy that covered 55% of the municipality. And reiterated his support for the substitute motion on the floor.

Commissioner Richardson stated that he put forward the first motion, for Option 5, in recognition of the effort, passion, energy, and time that citizens put into bringing it to the IA Board. He respected the environment and the City's support to the efforts that have doubled the size of the urban tree canopy for Tallahassee. He spoke to the vibrant African-American neighborhoods that once existed around Tallahassee that no longer existed because of decisions made by Commissions past.

The City and County both supported current commitments to revitalizing previously neglected neighborhoods such as Bond, Frenchtown, Griffin Heights, and South City. He expressed sadness that only a hand full of the many speakers addressed the human element. He challenged the tree advocates to help the City and County revitalize those areas and make those communities as healthy, vibrant, and successful as the communities in which they lived. He hoped that once resolved, the tree advocates supported the City and County through comparable interest, energy, and compassion, enthusiasm, and passion for ridding all communities and neighborhoods of crime, dilapidated housing, and inferior educational opportunities, etc.

Commissioner Richardson further stated that the City sought to bring about development through the extension of FAMU Way. For the Southside to become a destination within Tallahassee. He called upon the public to help the City, Blueprint, and the County to build that. He believed that was the aspiration of all of Tallahassee's citizens and that it could be achieved by working together.

Commissioner Desloge stated that many people expressed that they were unaware of trail project, he felt it important to note for the record the public engagement efforts of Blueprint, including: 13 community meetings, 16 media releases, 16 direct mailings, four door-to-door outreach efforts. Staff distributed 1300 flyers, published two citizen surveys, website, social media engagement, and held numerous one-on-one conversations. Participated in the FAMU Way CAC and held 23 public meetings going back to 2008.

Commissioner Desloge further stated that while he could get to Commissioner Lindley's proposed alternate motion, it was a nice gesture of compromise; he would support the motion on the floor. To Mayor Dailey's point, the community had invested \$100 million toward stormwater management and turning their backs on it was illogical.

Commissioner Desloge repeated the substitute motion for Options #1 and #2.

The substitute motion passed 9-3.

Commissioner Dozier stated that having time to discuss the Blueprint 2000 projects, how they evolved through the years, and the 2020 projects could be

helpful. Specifically after action discussions on how information and project status was communicated online and in (agenda) materials, through multiyear projects. How information on parallel projects was available through one source. How to digest comments about public engagement and the CAC.

Commissioner Lindley stated that she would expand that to all public relations and marketing. People receive information through a myriad of sources, from traditional to a variety of social media outlets. As an organization, it was crucial to increase efforts around communicating information to the citizens. She felt that relevant to many of the concerns expressed by several Commissioners throughout the meeting.

Commissioner Dozier agreed and stated that Blueprint 2000 operated with different technology, ways of communicating, and a different level of development activity in the community. She intended for the motion she was designing, or a future agenda item on General Business, to determine holistically how to communicate better with citizens, beyond the project communication plans, and with new technology, good engagement, and level of infill of questions that would come through the next 20 years.

Ben Pingree stated that he understood her request for a comprehensive report on how Blueprint was moving forward with effective public engagement, across all platforms, moving from Blueprint 2000 to 2020. Comm Dozier clarified that it also was an opportunity to reflect on the two projects discussed throughout the meeting, one in the early stages of development and the other in the later stages of construction.

Commissioner Minor stated that in addition to that, he would like to explore what type of response the IA Board had to assertions by the public, such as the Wakulla Springs Alliance letter on water quality or public comments made in Chambers that evening. He thought that a response made to statements made by the public was part of a comprehensive public engagement process. For example, statements by credentialed professionals that conflict with the findings of Blueprint.

Commissioner Dozier moved, seconded by Commissioner Lindley, for a comprehensive public engagement plan and after action report that also included the requests by Commissioner Lindley and Commissioner Minor.

Commissioner Matlow stated that he supported the motion and clarified that, as he understood it, it was not a comprehensive report of past practices but to address the issues brought forward by the CAC for example, to identify failures and determine how to implement improvements. Commissioner Dozier stated that the 'after action' language was specific. She referenced the County's after action reports, produced following the hurricanes of the past three years, stating that while that level detail was not necessary, reflecting on what occurred and proactively and creatively addressing the future.

The motion passes 12-0.

Noting the lateness of the meeting, Commission Desloge questioned if the remainder of the items could be deferred to December 2019. Ben Pingree stated that the three remaining items were specifically requested to occur at the September IA Board meeting. He also noted that there were public speakers for Item #12.

Commissioner Lindley moved, seconded by Commissioner Desloge, to adjourn the remaining three items to the December 12, 2019 IA Board meeting.

Commissioner Minor requested to hear the speakers present even if the items were deferred to December.

Commissioner Proctor suggested that the three items be at the top of the December agenda.

Commissioner Williams-Cox noted the heft of Blueprint agenda and expressed concern over pushing the remaining items to December.

Commissioner Williams-Cox offered a substitute motion, seconded by Commissioner Maddox, to continue through the agenda as submitted.

The substitute motion passed 10-2.

12. Acceptance of the Report on the Blueprint Relocation Policy and Procedures Manual and Incentive Offer Program

Speakers:

Max Epstein, 1001 San Luis Way, spoke to perceived discrepancies and discrimination in relocation payments.

Commissioner Proctor stated that in his review of the schedule of payments, specifically requested from Blueprint staff, it appeared that Blueprint paid owners beyond the appraised value of properties. He found no evidence of the allegations made captured in the data.

Charles Stratton, 964 Rose Bay Court, spoke of his 40-year eminent domain law career and experience representing clients against Blueprint. He asserted that Blueprint had a reputation as a condemning authority, and not following the constitution of Florida or the United States that provides for just compensation under the 5th amendment and full compensation under the Florida constitution.

Mayor Dailey questioned how many Blueprint lawsuits remained open , specifically on the 3DB Regional Stormwater Facility project, in regards to condemnation, and if those were open for price discrepancies, eminent domain proceedings, or the violation of state or federal law. Kirsten Mood stated that three condemnation suits relevant to the subject project, only one of which involved an unrepresented owner.

The suits remained open to resolve title issues and determine heirs. The Mayor confirmed that the suits were on title issues, not process or valuation. Mrs. Mood confirmed.

Commissioner Proctor requested to see federal or state policy or requirements in reference to Mr. Stratton's comments. He further questioned if the federal relocation policy was violated, would the venue jurisdiction be federal, not state. Kirsten Mood state that if the project involved federal funds and Blueprint violated the federal relocation policy that would be the case; however, to be clear, the project did not and would not involve federal funds.

Jim Spalla, PO Box 1973, spoke of his 50-year eminent domain law career and encouraged strict compliance with the benefits relocation package, passed by Congress in 1970, and adopted by the State of Florida, that was created because of the destruction of minority neighborhoods. One of the benefits included assistance with finding homes to move folks into; it provided a fair process and negated some of the problems experienced through eminent domain proceedings.

Commissioner Proctor requested the use of relocation consultants to advocate for residents specifically for projects on the Southside.

Autumn Calder reported on Blueprint's Relocation Policy and Manual as well as the Incentive Offer Program that operated as a program, the addition of a Right of Way Manager, as approved in the budget earlier in the evening. This position would also manage the relocation consultants, which Blueprint already used on projects, including FAMU Way. Kirsten Mood clarified that eminent domain proceedings and the full compensation and incentive offer program involved only property owners. The Blueprint Relocation Policy, adopted in June 2011, provided relocation benefits to residents and businesses, mostly tenants. The options for IA Board consideration would update the relocation policy align with updates to the FDOT Right of Way Manual since 2011.

Commissioner Dozier moved, seconded by Commissioner Proctor to approve Options #1 and #2:

Option 1: Accept the Report on the Existing Blueprint Relocation Policy and Procedures Manual and Incentive Offer Program.

Option 2: Direct staff to bring back an agenda item to update the Blueprint Relocation Policy and Procedure Manual and Incentive Offer Program consistent with Updates A through D.

- A. Increase moving cost schedule**
- B. Increase maximum relocation housing payment**
- C. Increase maximum business reestablishment expenses**
- D. Update incentive offer program to match FDOT**

Commissioner Dozier questioned the references to the 2011 FDOT Right of Way Manual and requested that the future agenda item clarify if FDOT still used it. She noted that she struggled with the rental portion of the policy because of the low inventory of rentals in the affected communities and at comparable price points. The displacement of people through necessary infrastructure improvements required creative solutions to rehousing. She offered options of a City-County Land Trust that focused on affordable rental housing for the displaced. She did not want to mix the compensation and affordable housing issues, and wondered if something could be done for a long-term benefit.

Ben Pingree stated that the second component would be addressed in the next agenda item. Regarding FDOT policy updates, he clarified that it would be covered in the future agenda item of the motion on the floor.

Commissioner Matlow stated that everyone wanted to do right by people and needed the policy in place that supported it. If the federal policy provided greater benefits for people, Blueprint should adhere to it rather than recreate the wheel. He also expressed concern with the rental displacement and the discrepancy between former and new rental rates.

Commissioner Minor supported Commissioner Dozier on rental rates and clarification of federal policy and the implications of moving toward it for Blueprint. Ben Pingree clarified that the direction is to gain an understanding in the analysis of how FDOT utilized their and the Federal policies. The assertion by the speaker was that FDOT was not following the 2011 Right of Way Manual. If Blueprint had clarity that FDOT was using the 2011 Right of Way Manual, and Blueprint mirrored that it was also informative. Commissioner Minor stated that he would like the agenda item to address those points as well as, what could be done for Blueprint to come close to the federal guidelines or the implications of adopting them.

Commissioner Matlow requested that it include what governed relocation prior to 2011. Autumn Calder stated that prior to 2011, the majority of projects were on state roads and therefore Blueprint followed state policy. The early portions of Capital Cascades Trail required right of way acquisition on Franklin Boulevard, staff would research the policy used and provide an update.

Commissioner Dozier requested information on how the policy could be applied equitably across large and small projects.

The motion passed 12-0.

13. Consideration of a Blueprint Affordable Housing Policy and Approval of a Proposed Revision to the Blueprint Real Estate Policy to Support Affordable Housing

Ben Pingree provided a brief report on the process by which Blueprint might expend sales tax funds for land acquisition to support affordable housing. Essentially, when a taking of affordable housing stock occurred through the Blueprint eminent domain process, Blueprint would move to keep that same level of stock.

Commissioner Minor quoted the statute's definition of affordable, "...if the first institutional mortgage lender is satisfied that the household can afford mortgage payments in excess of the 30 percent benchmark." If understood correctly, that was based on an individual case on a particular household at that time. If true, it did not apply to Blueprint's definition of affordable.

Commissioner Lindley interjected with a compelling appeal to postpone the remaining two items. Commissioner Dozier concurred stating that doing so would position the IA Board to make better policy decisions.

Commissioner Lindley moved, seconded by Commissioner Dozier, to table the remainder of agenda to the December 12, 2019 IA Board meeting.

Commissioner Williams-Cox stated that she had one request of Blueprint staff for the December 5, 2019 IA Board meeting that required IA Board direction.

Commissioner Lindley consented and rescinded her motion.

Commissioner Williams-Cox requested pursuing locating a grocery store in the vacant building in the Griffin Heights area, possibly at Harlem and Alabama Streets, in order to provide a grocery store for the neighborhood.

Commissioner Williams-Cox moved, seconded by Commissioner Desloge, authorizing OEV to research the property and option for sale to be presented at the December IA Board meeting.

The motion passed 12-0.

Commissioner Lindley moved, seconded by Commissioner Dozier, to continue Item #13 and Item #14 to the December 12, 2019 IA Board of Directors meeting.

The motion passed 12-0.

14. Acceptance of the Blueprint 2020 Beautification and Improvements to the Fairgrounds and Northeast Park Status Report with Cost Considerations to Advance the Projects

VII. CITIZENS TO BE HEARD ON NON-AGENDAED ITEMS

3-minute limit per speaker; there will not be any discussion by the Commission

VIII. ADJOURN

The meeting adjourned at 12:28 a.m. Friday, September 6, 2019.

*The next Blueprint Intergovernmental Agency Board of Directors Meeting
is scheduled for
December 12, 2019 at 3:00 p.m.*

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**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #2**

December 12, 2019

Title: Acceptance of the Status Report on Blueprint Infrastructure Projects

Category: Consent

Department: Blueprint Intergovernmental Agency

Intergovernmental Management Committee Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Daniel Scheer, Blueprint Design and Construction Manager

STATEMENT OF ISSUE:

This agenda item seeks Blueprint Intergovernmental Agency Board acceptance of the status report on Blueprint Intergovernmental Agency (Blueprint) infrastructure projects. Attachment #1 includes a five-year project-phasing schedule that details active Blueprint 2000 and 2020 projects. Attachment #2 is a calendar displaying October and November 2019 community engagement activities completed by Blueprint, as well as upcoming activities in December 2019.

FISCAL IMPACT:

This item does not have a fiscal impact.

RECOMMENDED ACTION:

Option 1: Accept the December 2019 Status Report on Blueprint Infrastructure Projects.

SUPPLEMENTAL INFORMATION:

PROJECTS UNDER CONSTRUCTION OR RECENTLY COMPLETED

Capital Cascades Trail – Segment 3

Pond 3D-B Regional Stormwater Facility (RSF) - The City has awarded a construction contract to Allen's Excavation for FAMU Way Phase 3, which includes the CCT Segment 3 Regional Stormwater Facility (RSF) near Lake Bradford Road and the St. Marks Trail Head. Notice to Proceed for construction was issued on August 19 for the FAMU Way Phase 3 elements of the project. The construction notice to proceed for the RSF and trailhead components is anticipated for February 2020.

The design team is developing concepts for an expanded community gathering space to be included near the pond for public input and consideration. Initial concepts will be shared at a Blueprint Public Engagement community breakfast on December 14, 2019. Blueprint will have an interactive exhibit for the community to explore the proposed community gathering space and be able to offer comments/recommendations on the final layout of that new space. Also at the community breakfast, information on the Coal Shute Pond enhancements along FAMU-Way will also be available.

PROJECTS UNDER DESIGN & RIGHT-OF-WAY ACQUISITION

Greenway and Bike Routes

In early 2020, Blueprint staff will present a prioritization update for the Blueprint Greenways projects considering the CRTPA's Bicycle Pedestrian Master Plan, leveraging opportunities, and the approved Blueprint FY 2020-2024 Capital Improvement Plan.

To ensure the greenway and bike route projects would be ready for construction beginning in 2020, the IA Board directed staff to proceed in planning, design, and permitting the following projects:

- Integrated Tallahassee - Leon County Bike Route and Greenways Implementation Plan – *update to IA Board in January 2020 with consideration of CRTPA Bicycle and Pedestrian Master Plan and Tallahassee-Leon County Planning Department One-Stop Shop for Trail Connectivity effort.*
- Capital Circle Southwest Greenway & Debbie Lightsey Nature Park – *Design services procured (George & Associates); complete design in summer 2020*
- Lake Jackson & Lake Jackson South Greenways – *Design services procured (Gresham-Smith); complete design in winter 2020*
- Thomasville Road Trail – *In FY 2020, Blueprint will coordinate with the CRTPA implementation of this project. The first phase of this project will be a feasibility study funded by the CRTPA in FY 2020.*
- University Greenway - *Due to the close proximity to the Airport Gateway project area, it is anticipated this project will move forward with the Airport Gateway project beginning in FY 2020.*

In addition to the advance funding, the Five Year Blueprint Capital Projects Program includes funding for greenway and bike route projects in an allocation of \$1,155,000 in Fiscal Year (FY) 2020 and \$1,540,000 each year from 2021 – 2039.

Capital City Amphitheater Weatherization

At its February 13, 2018 meeting, the Leon County Board of County Commissioners approved a concept to reduce rainwater impacts on the Amphitheater stage. Leon County Tourism is the fiscal agent for the overall project. Blueprint is assisting Leon County Tourism with managing the design, construction, and construction, engineering, and inspection (CEI) services for the Amphitheater canopy extension. Staff anticipates design of structural elements to proceed in fall 2019 and fabrication/construction to proceed in the early part of 2020. No action has been taken with regard to the sound wall component of the project as the IA Board removed the Sound Wall from the Cascades Park Project at the meeting on September 20, 2018.

A new speaker system is included within Blueprint's amphitheater project description. The speakers will be installed after the canopy extension project is complete as the new canopy extension frame will support them. A report to determine if the existing amphitheater superstructure could support both the new awning and speaker system was completed in November of 2018. This determination was a key first step prior to proceeding with the project.

The proposed construction window for the canopy extension is set for May and June of 2020. Anticipated construction duration is to be four to six weeks and will be coordinated with the City Parks, Recreation and Neighborhood Affairs and Leon County Division of Tourism to avoid conflicts with scheduled performances at the Amphitheater.

Blueprint's September 2019 project update to the IA Board indicated that design would begin this fall and fabrication would begin in 2020. The key reasons for the delays experienced during 2019 for the construction of this project, are as follows:

- The retro-fit awning extension should be conducted by the original manufacturer, Pfeifer-Fabritec, to ensure that critical warranty provisions for the existing amphitheater, still valid, are not invalidated by work conducted by another vendor. Collaboration with the original contractor provides for familiarity with the existing structure and the use of in-kind materials to mitigate costs and maintain warranties.
- Staff has solicited and has been continually negotiating a scope for project construction with Pfeifer-Fabritec. Pfeifer-Fabritec is not familiar with working directly on public contracts and the legal requirements therein. This has led to a lengthy, iterative contract negotiation process. This ongoing negotiation has led to a delay in the authorization to proceed. Staff expectation is that the contract with Pfeifer-Fabritec will be fully executed by the end of the year.
- As we are heading into upcoming concert series timeframe, and as not impacting concerts at the amphitheater is a priority for any project construction, our construction timeframe will be impacted slightly to insure no negative impact to the facility's conduct of business.

Simultaneously, Blueprint has procured Construction Engineering Inspection Services (CEI) for the project and is now under contract to witness and inspect the installation of the fabricated system on the existing structure at time of installation. Additional actions to support the proposed weatherization project including evaluation of the amphitheater foundation, structural integrity of the meridian plaza for crane, and drainage and electrical weatherization improvements on the stage have been ongoing during 2019.

Magnolia Drive Multiuse Trail

The project limits are between Adams Street and Apalachee Parkway with the segment between Adams Street and Monroe Street completed. Design is currently at 90% for the remaining phases. Right-of-way acquisition and utility coordination for the project are continuing and Staff anticipates construction of segments 1 and 4, Monroe Street to Pontiac Drive, to begin in early 2020. Per the funding agreement for the project, Leon County will provide the procurement of construction and CEI services for all phases. FDOT is currently constructing an intersection reconfiguration at Apalachee Parkway in order to improve motorist and pedestrian safety. The project should be complete in early 2020.

Orange/Meridian Placemaking

The permanent portions of the Orange Avenue/Meridian Street Placemaking Project include enclosing the East Ditch between Meridian Street, revisions to the existing Leon County Stormwater facility and creation of a public gathering space with trails and parking on the parcel at the southwest corner of Orange Avenue and Meridian Street. Blueprint negotiated with Genesis-Half, Inc. and a design services contract awarded.

Capital Cascades Trail Segment 4

The Capital Cascades Trail (CCT) Segment 4 is the final project in the Capital Cascades Trail. Segment 4 will continue the trail and stormwater elements of the CCT south along the Central Drainage Ditch with the goal to provide significant stormwater treatment and flood control improvements south of Orange Avenue downstream of the Saint Augustine Branch. The project will also provide greenway linkages to both commercial and residential areas. The project provides amenities and multimodal options for the southside urban areas of Tallahassee. The Project will include stormwater improvements to enhance water quality in Lake Henrietta and in Munson Slough, addressing specific issues of concern including sediment loads and trash accumulation at Lake Henrietta and flood stage elevations south of Orange Avenue. Staff is developing the request for qualifications for professional services and will procure design services for the project this winter; construction is anticipated to begin in 2022.

Capital Circle Southwest (Crawfordville Road to Orange Avenue)

State Funding for right-of-way acquisition and construction is included in the current FDOT Five-Year Work Program and presented below. Note: Construction funding for the Crawfordville to Springhill Road segment has moved up to FY 2021.

Springhill Road to Orange Avenue

- Right-of-Way: Acquisition underway through partnership with Blueprint
- Construction: Funded in FY 2021 in the amount of \$55,741,000

Crawfordville Road to Springhill Road

- Right-of-Way: Funded from FY 2018 - FY 2020 in the amount of \$16,314,823
- Construction: Funded in FY 2024 in the amount of \$33,879,000

Woodville Highway (Southside Gateway)

Right-of-way acquisition is funded and underway by FDOT and scheduled to continue through FY 2020. The Draft FY 2020 – 2024 FDOT Work Program does not identify funding for construction.

PROJECTS IN PLANNING OR PRELIMINARY DESIGN

Market District Planning and Park Programming

This project includes creating a new urban park along Maclay Boulevard, regional mobility, and connectivity in and around the Market District. The FY 19 budget allocated \$1,000,000 for planning and design to start the project, and the project is anticipated to be fully funded by FY 2022. Staff anticipates public outreach to begin in the spring of 2020 to support the development of a concept plan for the park space.

The City of Tallahassee Underground Utilities and Public Infrastructure (Stormwater) is leading the project in the Market District that includes repurposing the existing stormwater ponds, and beautification and transportation improvements on Maclay Boulevard and Maclay Commerce Drive. The City awarded a contract to DPB and Associates for design and planning services. To minimize cost and maximize time savings, Blueprint will prepare a task order for site planning and programming, public outreach, and preliminary design services to DPB and Associates under the City's existing contract in accordance with the Blueprint Procurement Policy for Intergovernmental Management Committee (IMC) review and approval. Blueprint will procure the remaining project elements including pedestrian enhancements and connectivity in areas peripheral (from Maclay Road to Timberlane Road) to the multi-purpose stormwater project separately and in coordination with Leon County and City of Tallahassee.

NE Connector Corridor – Bannerman Road

Upon approval from the IA Board to procure services for this project on June 27, 2019, staff has negotiated a contract with RS&H for IMC approval to perform the planning and design services for the project. The services include the update to the Leon County 2012 Bannerman Road Corridor Plan, a feasibility study of widening Bannerman Road from Tekesta Drive to Meridian Road, design and permitting. Once the contract is fully executed, initial data collection and public outreach will begin. Staff anticipates that the feasibility study will be complete in the summer of 2020 with presentation to the IA Board in early fall 2020. Design and property acquisition are planned for completion in 2023, at which time the project will be advertised for construction.

Airport Gateway

The Southwest Area Transportation Plan (SATP) final draft is now complete. The SATP provides the planning analysis, public engagement, and existing data collection for various segments of the Airport Gateway project, including North and South Lake Bradford Roads, Springhill Road, and Orange Avenue. Stuckey Avenue and the new roadway are not included in the SATP.

The FY 19 budget allocated \$1,000,000 and the FY 20 budget allocated \$3,500,000 to the project to fund planning, design, and joint use stormwater needs. The project is anticipated to be fully funded by FY 2022. Concurrent with the conclusion of the SATP, Blueprint will procure pre-engineering and design services for the Airport Gateway project in early 2020. Staff is currently developing the scope supporting the procurement of the initial phase of the project implementation to include design of improvements along Springhill Road, Stuckey Avenue, and the new proposed connector roadway on FSU's southwest campus. Staff is currently exploring the opportunity for a joint use stormwater pond with the Tallahassee International Airport and FDOT that will meet Blueprint's requirements for Springhill Road improvements as well as FDOT's Capital Circle widening project and future Airport needs.

Northeast Gateway (Welaunee Boulevard)

The PD&E study for the Northeast Gateway began in November 2018. The engineering and environmental analyses are underway, including finalizing the detailed traffic analysis. The traffic analysis provides traffic volume projections out to year 2045, and it covers the area bordered by Thomasville Road/Capital Circle NE to the west, Pisgah Church Road to the north, Proctor Road/Crump Road to the east, and Mahan Drive to the south. Staff and the project consultant will develop roadway and intersection concepts based on the technical analysis and the public comments received. The tentative project schedule includes completion of the PD&E study in fall 2020 with final design and permitting completion in 2022. A detailed update on the traffic analysis can be found in Agenda Item #10.

CCT Segment 3 History and Culture Trail (HCT)

Staff is finalizing the RFQ package for the historic and interpretive elements for the HCT along Capital Cascades Trail Segment 3. Once the procurement is complete, the selected firm will work closely with members of the History and Culture Trail Working Group and Blueprint to develop and refine thematic concepts, identify new opportunities along the trail, and identify locations for interpretive signage and artistic installations. The selected firm will also co-facilitate meetings with the Working Group to ensure concept development is performed with collaboration with local citizens; design and develop the written content for the interpretive kiosks. At the February 28, 2019 IA Board meeting, the IA Board approved the concept of honoring Dr. Charles U. Smith through the HCT project. The project design scope will include this concept. Staff anticipate advertisement of the RFQ for design services in the winter of 2019 with construction in the spring of 2021.

Monroe-Adams Placemaking

The proposed FY 2020 allocation of \$1,000,000 will fund preliminary engineering and design services for this placemaking project. Recently, a potential leveraging opportunity emerged as the result of a scheduled FDOT resurfacing project. A detailed update on Blueprint's results from working with FDOT, City, and CRTPA to engage in a cost-sharing opportunity to improve the pedestrian crosswalks consistent with the goals of the Placemaking project by delineating the crosswalks through the installation of pattern pavement can be found in Agenda Item #7.

Alternative Sewer Solutions Study

Consistent with IA Board direction at the June 13, 2017 meeting, Leon County is managing the first phase of this project: The Comprehensive Wastewater Treatment Facilities Plan (CWTFP). The consultant, Jim Stidham and Associates, is leading the CWTFP, including the public input opportunities. The project began in November and will take 12-18 months to complete.

Coal Chute Pond & Cascades Trail Segment 3 Amenities

The Skateable Art Design-Build RFQ for Coal Chute Pond has closed and is being evaluated by the technical review committee. The new restroom facilities at the FAMU-Way playground are in final design. Construction of these enhancements is expected to being in the Summer of 2020.

Blueprint is currently finalizing the design of the enhanced amenities along FAMU-Way, including the Coal Chute Pond area. The amenities in this area were refined through a public involvement process with Florida A&M University, Florida State University, and surrounding

neighborhoods and businesses in mid-April whereby over 300 citizens submitted their amenities preferences.

In the Capital Cascades Trail Segment 3 agenda item presented to the IA Board at its September 20, 2018 meeting, Blueprint provided an update on the KCCI 2019 class project and inclusion in the Coal Chute Pond area. Coal Chute Pond along Capital Cascades Trail Segment 3 is an ideal location for this installation because of it falls within the History and Culture Trail Project footprint and because of its proximity to university campuses, residential neighborhoods, and Railroad Square Art Park. Consistent with the goal of the History and Culture Trail to provide historical and cultural amenities along Cascades Trail Segment 3, the History and Culture Trail (HCT) Project Budget identifies \$30,000 of funding for the KCCI project. The IA Board approved budget for the HCT project is \$942,000 and includes interpretive panels and sculptural elements. Within the confines of the \$30,000 budget, the KCCI project will enhance the Coal Chute Pond area by adding musical instruments to complement spaces, programmed by Blueprint, at the site. Blueprint Staff and the KCCI team are working with City of Tallahassee representatives to ensure the design minimizes maintenance costs.

UPDATES ON NON-PROJECT SPECIFIC ITEMS

History and Culture in Blueprint Projects

The IA Board provided staff direction at the June 27 meeting to produce an agenda item memorializing community history and culture as part of each Blueprint Infrastructure Project. Staff is researching comparable communities and best practices to develop options for IA Board consideration. Staff anticipates that this item will be ready for IA Board review by the January 2020 meeting.

Capital Cascades Trail Segment 3 After Action Report

At the September 5, 2019 meeting, the IA Aboard directed staff to prepare an after action report reflecting on the Capital Cascades Trail Segment 3 project. The IA Board specified that the after action report should include a review of the Capital Cascades Trail Segment 3 project, an assessment of project-specific communication and coordination for parallel projects, recommendations for the assessment of local historical structures, and recommendations for expanding and improving public outreach based on lessons learned from this project. This after action report is scheduled to come before the IA Board at their January 30, 2020 meeting.

Status Report on North Monroe Street Corridor

The November 12, 2019 Board of County Commissioners meeting included an agenda item on the Consent agenda providing a status report on recent and anticipated projects along the North Monroe corridor. This agenda item, developed by Blueprint Infrastructure, highlighted recent collaborations with FDOT resulting in improvements to the corridor consistent with local priorities. Consistent with the goals of the Blueprint 2020 North Monroe Gateway project, the agenda item also described two opportunities to collaborate with FDOT to continue implementation of the North Monroe Gateway project; first, through the design and construction of landscaping improvements in the medians from Interstate 10 to John Knox Road and secondly, through collaboration on an upcoming sidewalk project. The current FDOT FY 2020 – 2024 Work Program includes \$520,000 in funding for the design of a sidewalk on the west side of North Monroe from John Knox to Lakeshore Drive. Blueprint will continue to

coordinate with the CRTPA to add specific improvements along the North Monroe corridor, such as sidewalk improvements, to the local Project Priority Lists with the goal of integrating these improvements into the FDOT Five-Year Work Program. The full agenda item is included as Attachment #3.

Sale of Surplus Property

In 2018, the IMC declared two parcels as surplus property in accordance with the Blueprint Real Estate Policy. The City of Tallahassee advertised an Invitation for Bids on 4750 Capital Circle Southeast, appraised at \$282,000, which closed May 28, 2019. Blueprint is proceeding with a sale to the highest bidder at its winning bid price of \$290,000.

The City of Tallahassee also advertised an Invitation for Bids on 1231 Stearns Street, appraised at \$275,796, which closed May 28, 2019. After bid opening, the high bidder for the sale of 1231 Stearns Street notified Blueprint in writing that, after learning about an easement on the property recorded in the Official Records of Leon County several months before the Invitation for Bids issued, the high bidder would not honor its bid of \$700,000 but would lower its bid to \$330,000. The text of the Invitation for Bids provided that all information therein was subject to verification by the bidder.

Following the high bidder's request to lower its bid, Blueprint consulted with the City and County Attorneys to confirm that bidders may not modify their bids after public bid opening and that negotiations should begin with the second highest bidder if the high bidder is unwilling to honor the submitted bid of \$700,000. Accordingly, Blueprint received IMC approval to proceed with a sale to the second highest bidder at its bid price of \$300,000. All bidders, including the high bidder were notified in writing of the award to the second highest bidder through the BidSync system. No protests were filed within the protest period following this written notification. Blueprint is working towards resolving title issues and closing with the second highest bidder at its bid price of \$300,000.

SUMMARY OF PUBLIC ENGAGEMENT

Calendars displaying October and November 2019 community engagement activities completed by Blueprint, as well as upcoming activities in December 2019, is included as Attachment #2.

Action by the TCC and CAC: This item was presented to the TCC at their December 2, 2019 meeting and the TCC voted to recommend the IA Board approve Option #1. This item was presented to the CAC at their December 5, 2019 meeting as part of the Consent agenda and the CAC voted to recommend the IA Board approve Option #1.

OPTIONS:

- Option 1: Accept the December 2019 Status Report on Blueprint Infrastructure Projects.
- Option 2: IA Board direction.

RECOMMENDED ACTION:

Option 1: Accept the December 2019 Status Report on Blueprint Infrastructure Projects.

Attachments:

1. Schedule of Current Blueprint 2000 and 2020 Project Phases and Timelines
2. Blueprint Community Engagement Calendar for October and November 2019
3. November 12, 2019 Board of County Commissioners Agenda Item – Status Report on the North Monroe Corridor (Digital Link Provided)



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Schedule of Current Blueprint 2000 and 2020 Project Phases and Timelines

Date Submitted: December 12, 2019

Program	Project	Phase	2019	2020				2021		2022		2023		2024	
			4th Q	1st Q	2nd Q	3rd Q	4th Q	1-6 Mos	7-12 Mos						
Blueprint 2000	Capital Cascades Trail Segment 3 - Van Buren Street	Design													
		Construction													
	Capital Cascades Trail Segment 3D	Design													
		Construction													
	Capital Cascades Trail Segment 3 - Amenities ¹	Design													
		Construction													
	Capital Cascades Trail Segment 4	Planning													
		Design													
		Right-of-Way Acquisition													
	Cascades Park Alum	Design													
		Construction													
		Design													
Cascades Park Amphitheater Weatherization	Design														
	Construction														
Magnolia Drive	Right-of-Way Acquisition														
	Construction														
Blueprint 2020	Alternative Sewer Solutions Study (Phase 1)	Comprehensive Wastewater Treatment Facilities Plan													
		Bike/Greenways Implementation Plan													
	Debbie Lightsey Nature Park & Capital Cir Southwest Greenway	Design													
		Right-of-Way Acquisition													
	Lake Jackson South Greenway	Construction													
		Planning/Pre-Engineering													
		Design													
	Orange Avenue (FDOT Project)	Right-of-Way Acquisition													
		Construction													
	Orange/Meridian Placemaking	PDE													
		Planning/Pre-Engineering													
	Southwest Area Transportation Plan (CRTPA Project)	Design													
		Construction													
	Market District Park Element	Planning													
		Planning/Pre-Engineering													
	Market District Trail Connectivity	Design													
		Right-of-Way Acquisition													
		Construction													
Monroe-Adams Corridor	Design														
	Right-of-Way Acquisition														
Lake Lafayette and St Marks Regional Park	Construction														
	Planning/Pre-Engineering														
		Design													

Program	Project	Phase	2019	2020				2021		2022		2023		2024	
			4th Q	1st Q	2nd Q	3rd Q	4th Q	1-6 Mos	7-12 Mos						
	Airport Gateway	Planning/Pre-Engineering													
		Design													
		Right-of-Way Acquisition													
			Construction												
	Northeast Connector - Bannerman Road	PDE Re-evaluation & Feasibility Study													
		Design													
		Right-of-Way Acquisition													
			Construction												
	Northeast Gateway Boulevard	Welaunee	Roadway - PDE												
			Roadway - Design												
			Construction												
			Dove Pond - Const.												

1. Amenities may include those around Coal Chute pond, Skate Feature and, History and Culture Trail. The proposed trailhead will be constructed as part of Pond 3D-B.

	Planning/Pre-Engineering
	PD&E
	Design
	Right-of-Way Acquisition
	Construction

October 2019

October 2019							November 2019						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
7	1	2	3	4	5	6	4	5	6	7	1	2	3
14	8	9	10	11	12	13	11	12	13	14	15	16	17
21	15	16	17	18	19	20	18	19	20	21	22	23	24
28	22	23	24	25	26	27	25	26	27	28	29	30	

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Sep 30	Oct 1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21 6:30pm Providence NA Meeting (Providence Community Center) - Autumn Calder	22 5:30pm Neighborhood Leadership Academy (Planning Dept.) - Susan Emmanuel	23	24 3:00pm ULI Project Hop (Autumn Calder)	25 5:30pm NE Gateway Community Outreach Event (Northtown Getdown at Bannerman Crossings) - Simpson,	26 8:00am NE Gateway Community Outreach Event (Tallahassee) 11:00am NE Gateway Community Outreach Event (Pumpkin Patch)	27
28 3:30pm FSU Class presentation (BEL 115) - Autumn Calder 5:30pm Midtown Working Group (Planning Dept -	29	30 10:00am History and Culture Trail Working Group (Tatiana)	31	Nov 1	2	3

November 2019

November 2019							December 2019						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3							1
4	5	6	7	8	9	10	2	3	4	5	6	7	8
11	12	13	14	15	16	17	9	10	11	12	13	14	15
18	19	20	21	22	23	24	16	17	18	19	20	21	22
25	26	27	28	29	30		23	24	25	26	27	28	29
							30	31					

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Oct 28	29	30	31	Nov 1 5:00pm Green & Gold Tailgate Party (College of 5:30pm NE Gateway Community Outreach Event (Northtown	2	3
4	5 4:30pm Holland & Picht Podcast Ep 13 - Autumn Calder (1621 Metropolitan Blvd, Tallahassee, FL 32308, USA) -	6 5:30pm CRTPA Midtown Study Public Meeting - Megan Doherty	7	8 12:00pm FAMU Architecture Project - Southside Placemaking (Grand Conference Room) - Daniel Scheer	9	10
11	12	13 6:30pm Friends of Lake Jackson Presentation (3840 N Monroe St #301, Tallahassee, FL 32303) - Susan Emmanuel	14	15	16	17
18	19	20	21 5:00pm KIR Board Meeting (Blueprint Grand Conference Room) - Autumn Calder	22	23	24
25	26	27	28 Thanksgiving - Autumn Calder	29	30	Dec 1

December 2019

December 2019							January 2020						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Nov 25	26	27	28	29	30	Dec 1
2 1:00pm BP TCC Meeting	3 5:30pm NE Gateway Traffic Modeling Public Meeting (Montford Middle) -	4	5 4:00pm BP CAC Meeting	6	7	8
9	10	11	12 3:00pm BP IA Board Meeting	13	14 7:30am CONFIRMED: CCT Seg 3 Amenities Community Breakfast (Bond Elementary)	15
16	17	18	19	20	21	22
23	24	25 Winter Holiday - Autumn Calder	26	27	28	29
30	31	Jan 1, 20	2	3	4	5

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**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #3**

December 12, 2019

Title: Acceptance of the Status Report of the Tallahassee-Leon County Office of Economic Vitality

Category: Consent

Intergovernmental Management Committee Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Cristina Paredes, Director, Office of Economic Vitality
Drew Dietrich, Deputy Director, Office of Economic Vitality
Darryl Jones, Deputy Director, Office of Economic Vitality

STATEMENT OF ISSUE:

This agenda item provides the Blueprint Intergovernmental Agency Board of Directors (IA Board) with a status report on the operations of the Tallahassee-Leon County Office of Economic Vitality (OEV) since the September 5, 2019 meeting. This report highlights activities within the Business Vitality and Intelligence Division, including marketing and communications, (Attachment #1) and Minority, Women, and Small Business Enterprise Division (Attachment #2). Attachment #3 highlights the 2019 Third Quarter Economic Dashboard and November Monthly Data Driver. Given the shift to six meetings per year, OEV will be transitioning quarterly status reporting to a semi-annual reporting basis, in order to provide a more detailed and comprehensive overview of department activities and programs.

FISCAL IMPACT:

This item does not have a fiscal impact.

STRATEGIC PLAN:

This status report directly supports all four goals of the Economic Development Strategic Plan:

- Implement a new collaborative economic development program of work.
- Better promote the area as a business generator.
- Better identify, understand, and align all available assets.
- Responsibly allocate resources to achieve today's goals and refine the foundation for future growth.

RECOMMENDED ACTION:

Option 1. Accept the Tallahassee-Leon County Office of Economic Vitality Status Report.

SUPPLEMENTAL INFORMATION:

Background

This agenda item provides the IA Board with a quarterly status report on the activities and operations of the Office of Economic Vitality since September 5, 2019. Staff continue to research and track industry standards and best practices and listen to the needs of existing businesses to best position Tallahassee-Leon County as Florida's Capital for Business.

Business Vitality and Intelligence

The Business Vitality and Intelligence Division works to position the Office of Economic Vitality as the front door for the community's economic development needs by routinely engaging in business development, engagement, and serving as business ambassadors. The Division manages all project attraction and expansion, international trade development, entrepreneurial engagement within targeted industries, policy research, business analytics, coordination of economic impact studies, and implementation of all marketing, social media, newsletters, and events.

In addition, the Division collects, analyzes, and disseminates economic, demographic, and business information. This work supports the Strategic Plan and drives data-driven decision making. The Division also conducts research and analyses in support of other City and County Departments and works closely with the business community at large. Attachment #3 includes the 2019 Third Quarter Economic Dashboard and November Monthly Data Driver.

The November Data Driver features Susan S. Fiorito, Ph. D., Dean of the Jim Moran College of Entrepreneurship at Florida State University. Her topic focuses on Global Entrepreneurship, and discusses in particular the health of the entrepreneurship ecosystem in the United States. Notable data highlights from the November Data Driver include an increase in County Total Taxable Sales by \$382.4 M, which represents an 11.3% increase Year over Year, and City and County employment rates increasing 2.9% Year over Year.

The Third Quarter Economic Dashboard serves as a supplement to the Data Center and provides a snapshot of the local economy by focusing on the 13 key and most commonly requested economic indicators in a format that is easy to read and follow. Employment has increased 14 quarters in a row, comparing the same quarter of the prior year. The Unemployment Rate was the lowest since Q2 2007. Single-Family Construction Permits in Leon County increased 25% from Q1 2019, and were 60% higher than the average during 2010 to 2018. MSA Initial Claims for Unemployment Compensation in Q2 2019 were the fewest for any Q2 since before 2010. Tallahassee International Airport Passengers in Q2 2019 were the most for any Q2 since 2008.

The OEV staff diligently monitors key economic metrics and tracks current economic trends and conditions that are important to the local economy. The online Data Center, found at www.OEVforBusiness.org/data-center, continues to serve as the community's most

comprehensive database of nearly 80 economic indicators, and is updated continuously to ensure visitors can retrieve the most accurate data.

For more detailed information on the work of the Business Vitality and Intelligence Division to position Tallahassee-Leon County as Florida's Capital for Business (#FLCapital4Biz), see Attachment #1.

Minority Women and Small Business Program

Per the Strategic Plan, the Minority, Women, and Small Business Enterprise (MWSBE) Division expands procurement opportunities for MWSBEs with public and private partners and builds capacity for MWSBEs through non-traditional business financing and through resource partners. The MWSBE Division continues to inform its certified businesses of capacity building, networking, and procurement opportunities available through partnerships and local governments. The MWSBE certification guarantees that staff provide certified business with the "Four Es"—engage, educate, equip and ultimately empower them. The MWSBE Division will present certified business with greater opportunities in the economic development ecosystem.

For more detailed information regarding the work of the Minority Women and Small Business Division, please see Attachment #2.

Future Opportunity Leveraging Fund Policy

The OEV, in consultation with the Blueprint legal team, is in the process of drafting a proposed policy to govern allocation of funding in a "Future Opportunity Leveraging Fund". The purpose of the fund will be to leverage and maximize job creation opportunities through the funding of future projects that utilize incentive programs, such as the Qualified Target Industry (QTI) tax refund and Targeted Business Program (TBP), and new economic development opportunities for the implementation of strategic/work plan and target industry. This fund would also allow the IA Board to capitalize on emerging prospects that align with the economic development strategic plan and target industries previously adopted by the IA Board. Staff anticipates the draft policy will be ready for IA Board review at the next IA Board meeting on January 30, 2020.

Future Reporting Structure

The Office of Economic Vitality will be transitioning to reporting on a semi-annual basis. The Office of Economic Vitality currently reports to the IA Board quarterly, which matched the four times per year meeting schedule of the IA Board. As the IA Board will be transitioning to the six times per year meeting schedule, staff reviewed the current reporting structure and content to determine the best manner in which to report to the IA Board. Based on the scope of programs overseen by the Office of Economic Vitality, moving toward semi-annual reporting will provide for a more detailed and comprehensive reporting structure. The semi-annual report will provide an in-depth review of the Office of Economic Vitality operations and project updates. Transitioning to a semi-annual reporting structure follows best practices, and allows greater flexibility for the IA Board to direct policy on emerging trends or new project activity that may arise. Staff will begin the transition in 2020, delivering the first semi-annual report at the March 12, 2020 IA Board meeting. The report will reflect the activities and programs completed since the beginning of the fiscal year, October 1st, 2019. Staff will deliver the second semi-annual report at the September 17th IA Board meeting, reflecting activities and programs completed

since the March 12, 2020 report. Staff will continue to provide updates to the IA Board at each regular meeting, including updates on the Quarterly Economic Dashboard, a focused feature on a current program, as well as highlighting current projects and activities. Staff will also continue holding a strategic planning retreat each year to review and update the strategic plan, to ensure it matches best practices and the current needs of the community.

In conjunction with the shift in reporting, the Office of Economic Vitality will engage in a Strategic Planning retreat with the Economic Vitality Leadership Council. The retreat will focus on the current status of the Strategic Plan, both to measure progress, and highlight next steps in the plan, and to identify new opportunities for the Office of Economic Vitality to optimize programs and activities to align with current needs and trends and align with the City's 5-year plan and County's strategic plan. This will be followed by a Strategic Planning Workshop at the IA Board on March 12, 2020, where the Office of Economic Vitality will present the findings from the Economic Vitality Leadership Council retreat, report on the progress of the strategic plan, and provide staff recommendations on any updates or changes to the current scope of the plan, and its implications for the programs and activities undertaken by the Office of Economic Vitality.

CONCLUSION:

The Office of Economic Vitality is focused on providing superior service for local businesses, accomplishing the objectives outlined in the strategic plan in innovative and proactive ways, with a strong emphasis on outstanding service and customized solutions. The Office of Economic Vitality also provides cross-departmental coordination for collection and use of data and implementation of projects and initiatives throughout the planning, land management, and economic development spectrum, all of which is conducted in an open, inclusive, and transparent manner.

The Office of Economic Vitality is committed to keeping pace with the rapidly evolving business environment, adapting programs to best suit local business, and match the expectations of a dynamic and growing community. Staff continue to research and track industry standards and best practices, listen to and track feedback from local business. The Office of Economic Vitality will integrate this knowledge into adaptively managing future programs and resources, to ensure that staff are meeting the needs of our business community, and position Tallahassee-Leon County as Florida's Capital for Business. As a part of this adaption, OEV will be transitioning its reporting format from the current quarterly basis, to a semi-annual reporting format. As the IA Board will be convening six times per year, OEV will be better able to provide a detailed and comprehensive report on activities and programs by focusing on two reports per year.

Action by the EVLC and CAC: The Blueprint Citizen Advisory Committee (CAC) and Economic Vitality Leadership Council (EVLC) considered this item during their December 2019 meetings. Both committees recommended that the IA Board Accept the Quarterly Operations Report of the Tallahassee-Leon County Office of Economic Vitality.

OPTIONS:

- Option 1. Accept the Tallahassee-Leon County Office of Economic Vitality Status Report.
- Option 2. Do not accept the Tallahassee-Leon County Office of Economic Vitality Status Report.
- Option 3. IA Board Direction.

RECOMMENDED ACTION:

- Option 1. Accept the Tallahassee-Leon County Office of Economic Vitality Status Report.

Attachments:

- 1. Business Vitality and Intelligence Quarterly Update
- 2. Minority Women and Small Business Quarterly Update
- 3. 2019 Third Quarter Economic Dashboard and November 2019 Monthly Data Driver

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MEMORANDUM

TO: Ben Pingree, PLACE Director
FROM: Cristina Paredes, Director
SUBJECT: Economic Vitality and Project and Workforce Activity Report
DATE: December 6, 2019

This memo highlights Business Vitality and Intelligence completed actions, current activities, and future initiatives, including; project activity, business retention and expansion efforts, resiliency efforts within the community, workforce development, as well as engagement and communication efforts.

- **Completed Actions:** Work conducted since the September 5, 2019, Blueprint Intergovernmental Agency Board of Directors (IA Board) meeting that aligns with the OEV strategic plan (see page 2).
- **Current Activities:** Projects and programs overseen by the department, that are either recurring in nature or result in deliverables for the next IA Board meeting (see page 10).
- **Future initiatives:** Events and items of concern the department will focus on between the beginning of the fiscal year and the next reporting period at the March 12th, 2020 IA Board meeting (see page 12).

These efforts focus on positioning Tallahassee-Leon County as Florida's Capital for Business (#FLCapital4Biz).

Completed Actions:

Work conducted since the September 5, 2019, IA Board meeting that aligns with the OEV strategic plan.

International Award Received:

Strategic Plan, Business Retention and Expansion, 1.C.1

In October, the Office of Economic Vitality was selected as an International Economic Development Council Excellence in Economic Development Silver Award recipient for the following program: Hurricane Michael – Resiliency, Recovery and Mitigation, Population 200,000 - 500,000, for the Tallahassee-Leon County Open4Business Map. The map has been perfected over the course of three hurricane seasons to allow user input and staff validation within a cutting-edge ESRI GIS online mapping application. OEV worked with local radio stations and through social media to raise public awareness about the map as well as recovery resources. The communication benefits are realized by creating an online interface that allows the community to provide input and discover information that evolves continually during a storm event.

Outcomes:

- Enhanced communication in the wake of a hurricane
- Better information access
- Quicker recovery of residents and businesses through access to products and sales
- Knowledge of more and less resilient sectors of the local economy.
- During its 2018 deployment, the map reached 20,000 people with over 2,400 impressions made on Facebook. It was also shared on LinkedIn and Twitter.

This award highlights the globally innovative nature of OEV, and that their commitment to providing outstanding service to businesses and citizens of Tallahassee-Leon County.

Engagements:

Strategic Plan, Business Retention and Expansion, 1.C.1

Staff track progress towards meeting the needs of the local business community, while maintaining a customer-focused approach to business development. These efforts have led to a number of positive outcomes, including:

- connecting companies outside of Tallahassee with new research opportunities at Innovation Park;
- assisting two major business expansions within the manufacturing industry;
- promoting shop local promotional activities for Small Business Saturday;
- supporting Domi Station and entrepreneurs with the launch of the Third Act pilot program and Choose TLH talent recruitment campaign;
- analyzing and reviewing the 2020 round of Elevate Fund Workforce applications
- managing several ongoing collaborations with regional and local ecosystem partners to support the vitality of North Florida.

OEV Vitality and Intelligence conducted 31 business consultations, which include data requests, lead responses, project assistance, and site selection analysis. The division produced six economic

data publications which include contribution analyses for new and existing businesses. Project activity includes approximately 40 prospective projects in the pipeline, which are active projects considering Tallahassee-Leon County. Lastly, staff conducted 34 public engagements, which includes meetings and face-to-face engagements with local businesses, partner organizations, and individuals in our community.

Metrics	Q4 2019
# Business consultations	31
# Economic Data Publications	6
# Project Activity	40
# Public engagements	34

Based on Strategic Plan priority areas, staff participated in several public engagements and outreach efforts with a local, regional, and international focus during the period of September – December. These are highlighted below:

- CareerSource:** *Strategic Plan, Creative Economy, 1.E.1.e*
Sector Roundtables and Talent Innovation Summit- Vitality staff routinely collaborate with CareerSource Capital Region and have been participating in their sector roundtables with audiences of 20-30 as well as their Talent Innovation Summit hosted on September 25th, which has over 100 attendees.
- Florida –Georgia Workforce Alliance:** *Strategic Plan, Creative Economy, 1.E.1.e*
On October 4, staff participated with CareerSource Capital Region in the sector strategy and action meeting along with ten other economic and workforce boards on the Florida-Georgia border. The objective of the Alliance is to better coordinate workforce and economic development activities across the border region to benefit citizens and businesses Staff participates in these meetings to maximize access and support regional workforce development efforts to meet the demands of employers. The next meeting is set for early 2020 to continue workforce discussions.
- International Economic Development Council:** *Strategic Plan, Allocation of Resources, 3.F*
OEV Director presented on the Magnetic Capital of World business development efforts at the 2019 IEDC Conference held in Indianapolis, Indiana with ROI Team. . This platform provided an opportunity for OEV and ROI to discuss the strategic approach to build a new business cluster in Tallahassee-Leon County around applied science and advance manufacturing efforts. The IEDC Annual conference is the industry leading event for economic development professionals, and has over a thousand attendees each year.
- City of Tallahassee Neighborhood Leadership Academy:** *Strategic Plan, Marketing and Communications, 3.H*
Staff engaged in an open discussion with 30 neighborhood leadership participants on a variety of topics, including economic inclusion, and the impact of infrastructure and redevelopment projects on the local businesses and greater Tallahassee community, which was held on October 22nd at the Renaissance Center/

- **Government Technology Roundtable: *Strategic Plan, Talent Pipeline, 1.F.1.c***
Staff hosted a roundtable of 10 government technology leaders in our local economy on October 23rd, 2019. The forum was an opportunity to have open dialogue and to identify issues of concern and importance to their respective businesses, and also build brand awareness for this sector via Florida Trend magazine.
- **Real Estate Trends: *Strategic Plan, Business Retention and Expansion, 1.C.1.a*** –
Staff attended the FSU Real Estate Trends conference on October 25th at the Turnbull center, along with approximately 300 other attendees, to learn about new emerging trends in real estate, identify best practices, and how to apply this knowledge for Tallahassee-Leon County, to grow and enhance the existing assets and tax base for the benefit of local businesses, neighborhoods, and constituents alike.
- **Florida Economic Development Council's North Florida Regional Forum: *Strategic Plan, Creative Economy, 1.F.1.a***
OEV Director presented on the progress that Tallahassee-Leon County is making in economic development efforts based on the strategic plan and the launch of Magnetic Capital of World business development efforts to the Florida Economic Development Council. In addition, staff meet with several regional organizations to discuss the collaboration efforts to support growth and vitality of the North Florida and explore how these efforts can be tackled collectively as a region.
- **Shop Tally Stakeholder Forum: *Strategic Plan, Marketing and Communications, 3.H.1***
OEV supported the Shop Tally stakeholder forum held on November 8th 2019, and provided an overview of the Tallahassee-MSA retail market, and further emphasized the importance of shopping locally, and how money spent in Tallahassee-Leon County have a tremendous impact on helping local business thrive. The audience included 25 local business leaders, entrepreneurs, elected officials, and non-profits.
- **Flagler Entrepreneurship Class: *Strategic Plan, Talent Pipeline, 1.F.2.a***
Staff gave a presentation to 15 students at Flagler College on November 8th, 2019 regarding entrepreneurship, job opportunities, and the many resources and tools that students can use when looking to start a business, fund an idea, or enter the workforce.
- **Tallahassee Start-Up Week: *Strategic Plan, Business Formation, 1.A.10.a, b***
Staff helped host Tallahassee Start-Up week November 18th-22nd, promoting entrepreneurship as well as facilitating a discussion with individuals on funding and launching start-ups in Tallahassee-Leon County, in collaboration with 15 individuals and organizations who are passionate about seeing start-ups succeed locally.
- **SBA / SBDC FAMU School of Business and Industry Entrepreneurial Summit: *Strategic Plan, Talent Pipeline, 1.F.2.a***
Staff created a presentation on Opportunity Zones specifically tailored to this event. The presentation took place alongside the regional director of Small Business Administration (SBA) for Southeast United States and Keith Bowers of Small Business Development Center (SBDC), and addressed over 200 FAMU students about OEV resources and opportunity zones, delivered on September 24, 2019.

- **SBDC Retreat Data Presentation:** *Strategic Plan, Creative Economy, 1.E.3.a*
The FAMU SBDC requested that staff provide a “deep dive” into online OEV and Planning data products, as well as further ESRI Business Analyst exploration. Staff designed and implemented an hour-long training to that effect, which was delivered on September 27, 2019. This will enable SBDC small business advisors to better serve local businesses interested in exploring market opportunities.
- **CareerSource Career Pathways Council:** *Strategic Plan, Talent Pipeline, 1.F.1.a*
Kim Moore, chair of the Career Pathways Council, requested an OEV data presentation for participating members. The Council is charged with bringing together workforce development partners to discuss and explore emerging workforce needs and best practices. Staff, building from the SBDC training, modified the “deep dive” presentation for a workforce-centric format and delivered this presentation on October 10, 2019. Participants cited the presentation and OEV data as a key tool for exploring workforce needs, and to be built into career training modules for students.
- **Requests for information:** *Strategic Plan, Six Cornerstones, Engagement Collaboration and Alignment, 2.B.1*
During the reporting period, staff provided four businesses and eight business assistance partners and nonprofit organizations detailed information pulls, including occupational and industry data, impact analyses, and letters of support.

Government Technology Roundtable

Strategic Plan, Talent Pipeline, 1.F.1.c

OEV hosted a roundtable discussion with Capital-area Government Technology (GovTech) firms to facilitate an interview with the Florida Trend Magazine, for which Tallahassee will be featured in an upcoming edition, in a discussion of Tallahassee as an Epicenter of a GovTech Industry. Takeaways from the discussion include:

- Being located in a State Capital makes it easy to communicate new IT solutions to state government.
- Proximity to Florida’s Capitol also allows them an opportunity to regularly prove themselves to state government leadership and impress other states looking for similar solutions.
- Tallahassee’s lower cost of living, compared to states in the west, allows it to be more competitive with salaries.
- Traveling in and out of Tallahassee remains a major issue for companies operating out of Tallahassee. The group cited a desire to have more direct flights and need to reduce ticket costs.

Tallahassee Startup Week

Strategic Plan, Business Formation, 1.A.10.a, b

Tallahassee Startup Week was held November 18-23, 2019. It included contributions by Domi, Jim Moran College and Institute, TCC Center for Innovation, Innovation Park, and OEV, among others. Staff collaborated with Matt Johnson of JVP (A local venture capital firm) to develop a

design-thinking inspired workshop entitled *Solving Startup Financing in Tallahassee*.

The event was held on Tuesday November 19, 9-12 PM at the Jim Moran Building, and engaged 20 participants in a multi-phase approach to inventing creative solutions to the real and perceived business financing gaps in our community.

Design Thinking (taught by local expert Ken Baldauf at FSU Center for Innovation) employs an “Empathize-Ideate-Build” format; drawing from that format, the workshop featured the stories of entrepreneur John Wilcox and funder Matt Johnson. It then facilitated small-group activities that culminated in a newly-created startup resource idea for Tallahassee, presented as a pitch deck. Major take-aways from the workshop included:

- Creating a Tallahassee-centric fund that could feature dilutive, non-dilutive, and grant funding. This funding could be supplied via a public-private partnership wherein public and/or targeted philanthropic money matches private equity, with due diligence analysis supplied by private equity partners.
- The importance of a physical (not a digital-only) touchpoint that could act as a first pass “entrepreneur-triage” vetting initial capital seekers and pairing them to grants, bank loans, or other options in lieu of the dedicated public-private fund.

Finally, the importance of increased appetite for startup financing by traditional lenders, paired with a vetting conduit supplied by ecosystem partners (e.g. Domi, AERO members, OEV, etc.) could further financial opportunities and connections. This set of ideas will need to be further workshopped and eventually brought to key potential partners. Staff will follow up with participants toward setting a second workshop to that effect during the first quarter of 2020.

The full schedule for the week may be viewed at this link:

<https://techstarsstartupweektallaha2019.sched.com/editor/schedule>

Census Complete Count Committee

Strategic Plan, 2.B.1, Six Cornerstones

The 2020 Census will provide a complete enumeration of Leon County residents as part of the national effort. All households, including students, rural, and group quarters will be counted. These numbers figure into potential redistribution of representation seats in the U.S. House of Representatives and eligibility for federal dollars allocated to all agencies and programs thereunder. Headed by Tallahassee-Leon County Planning Department and supported by Leon County Communications, Tallahassee Communications, and OEV, the newly-appointed committee held its first meeting on Monday October 14. Staff will continue to attend and contribute during the next three meetings and any associated public awareness campaigns that occur leading up to, during, and after the 2020 Census.

Business Development and Project Activity:

Strategic Plan, Business Retention and Expansion, 1.C.1.a

Staff actively responds to companies seeking to retain, expand, or establish their presence in

Tallahassee-Leon County. Over the past two years, staff has worked on a total of 67 projects which have resulted in four companies expanding or relocating into the community and the creation of 173 jobs for a total economic impact of \$115 million.

In 2019, OEV has hosted nine site visits for prospective businesses to our community. OEV works with Research on Investment (ROI) to identify prospective companies who have a synergy with the research and resources available in Tallahassee-Leon County for targeted industry sectors. ROI has reached out to approximately 1,200 companies to supply OEV with additional leads for prospective companies.

As a result of these efforts, OEV received two company visits:

- *Project Whirlwind* - The company, one of the largest privately held companies in the world, sent its lead technology scouts to Tallahassee-Leon County to gauge the market for any opportunities. The visit gave OEV the opportunity to showcase the broad range of research and entrepreneurial resources available in Tallahassee-Leon County, and build a connection to one of the most innovate companies in the world.
- *Project Galaxy* – A company focused on magnetic materials, has begun collaborative research with the MagLab. Project Galaxy had conducted a visit earlier in the year, and is now actively working with the MagLab, a relationship born from the connections established during their initial visit.

Both of these opportunities were generated as a direct result of OEV's partnership with ROI, who were instrumental in setting up these visits.

Economic Indicator Products:

Strategic Plan, 2.B.1, Six Cornerstones

Monthly Data Driver

The Monthly Data Driver has released six consecutive months of employment, unemployment, taxable sales, commercial vacancy, Small Business Administration loan, and commercial utility starts data. Since June, this monthly release has complemented the online data center's presentation of important monthly data (employment / unemployment) at the City and County level, as well as featuring a contribution from the following ecosystem partners:

- June: Keith Bowers, FAMU SBDC
- July: Julie Harrington, FSU CEFA
- August: Mike Campbell, FSU JMI
- September: Shelly Bell, Lively Technical Center
- October: Kimberly Moore, TCC Workforce Innovation
- November: Antonio Montoya, DOMI Station (*anticipated)

Over the past six months, the new indicators – Small Business Administration Loans and New Utility Starts – have expanded the on-the-ground perspective of business activity in Tallahassee. These indicators fluctuate widely on a monthly basis: Total SBA Loan volume ranged from \$5,000 to \$745,000 per month, and unique utility starts from 27 to 67. As such, they illustrate that while

major macro-economic indicators such as unemployment are stable, the situation as experienced by individual businesses can vary widely each month. See [Attachment 1](#) for the November edition of the Data Driver.

Quarterly Economic Dashboard

QED is OEV's premier benchmarking tool to demonstrate our community's short-term economic productivity. *QED* gives the reader 13 pertinent economic conditions for the Tallahassee metro area or Leon County such as employment, median home prices, airport passengers, and taxable sales. Local real estate, banking, and investment firms regularly distribute its content.

Highlights from the current *QED*:

- Employment in Q2 2019 was up 1.4% from Q2 2018, with year-over-year employment levels having increased 14 quarters in a row.
- The Tallahassee metro area's monthly average employment of 188,925 in the first six months of 2019 was 1.7% higher than the January-June 2018 monthly average.
- Single-family construction permits in Leon County increased 25% from Q1 to Q2 2019, and were 60% higher than the Q2 average during 2010 to 2018.
- Initial claims for unemployment compensation for the Tallahassee metro area in Q2 2019 were the fewest for any Q2 since before 2010.
- Passengers at TLH in Q2 2019 were the most for any Q2 since 2008.

See [Attachment 2](#) for the Q3 *QED*.

Cost of Living Index

The Cost of Living Index allows OEV to make accurate cost of living comparisons between Tallahassee-Leon County and any of the 267 other participating urban areas across the United States. The third quarter indexed values for Tallahassee are 97.9 overall – meaning total cost of living was 2.1% lower than the national aggregate.

Costs overview:

- Groceries: 109.6
- Housing: 94.4
- Utilities: 86.2
- Transportation: 93.4
- Healthcare: 101.9
- Miscellaneous goods & services: equal (100) to the national average.

Yearly composite scores for the Cost of Living Index – which are what OEV features in its outward-facing publications - will be released in February 2020.

New Staff

Strategic Plan, Business Retention and Expansion, 1.C.1

The Office of Economic Development welcomed a new team member, T.J. Lewis, this past quarter. T.J. will be filling the role of Business Development Manager for the department, focusing on business retention and expansion. T.J. joins us from the Tallahassee-Leon County

Planning Department, and brings a tremendous depth of experience to the team, particularly in land development and real estate. T.J. has hit the ground running, engaging with local businesses, and elevating OEV's role in supporting the growth and prosperity of our community enterprises.

Strategic Communication:

Strategic Plan, 3.A.3, Six Cornerstones

Frequent and sustained staff activities throughout the community, the ongoing success of programs and community-wide initiatives, along with efforts to support local businesses and attract new businesses to the community are often recorded via earned media. These include activities on the following channels:

Social Media:

Facebook

- Increased page likes from 673 to 749 (net gain of 76 likes)
- 72 total Facebook posts.
- Cumulative organic reach of 14,071.
- Additional paid reach of 2,190.
- 20 posts achieved an engagement rate exceeding 10%.
- During this time period, our highest performing post was a photo that congratulated Johnson+Milner LLC for being named Minority Business Enterprise of the Year during MED Week. This post garnered 118 reactions, 27 comments, 5 shares and reached more than 1,400 people organically.

Twitter

- Increased number of page followers from 360 to 399 (an increase of 39)
- 62 total Tweets.
- Cumulative organic reach of 66.3k.
- 25 Tweets reached over 1,000 Twitter users.
- Our top-5 tweets in this time period generated nearly 16,000 impressions. Each had a different focus but generally delivered positive news about an upcoming event or an award.

Earned Media: During this reporting period (August 7, 2019- November 5, 2019) the following stories were published by local media partners:

- A day-by-day guide to our coverage, photos, videos from Tallahassee Chamber Conference
 - Date: August 19, 2019
 - Source: Tallahassee Democrat
- Hemp Summit Coming to Tallahassee
 - Date: August 28th, 2019
 - Source: Tallahassee Democrat
- Beth Corum becomes new Chair of the Tallahassee Chamber of Commerce Board of Directors
 - Date: October 1st, 2019

- Source: Tallahassee Democrat
- Sold-out 850 Hemp Summit focuses on the crop as an economic engine for community impacted by Hurricane Michael
 - Date: October 2nd, 2019
 - Source: WCTV
- MetroNet bringing high-speed fiber-optic option to Tallahassee
 - Date: October 19th, 2019
 - Source: Tallahassee Democrat

Current Activities:

Projects and programs overseen by the department, that are either recurring in nature or result in deliverables for the next IA Board meeting.

Project Activity

Strategic Plan, Business Retention and Expansion, 1.C.1.a

Staff is actively monitoring trends in applied science and manufacturing, as these fields represent the majority of new projects, to better inform businesses as they make expansion decisions and to provide tailored business assistance, such as workforce incentives. Currently, staff is working 40 active projects – a targeted recruitment activity resulting from marketing and executive outreach which can result in a new business installation in Tallahassee-Leon County. These projects represent companies in the light manufacturing, business and professional services, and applied science sectors that could potentially launch a presence in Tallahassee. Business assistance is necessary for multi-year incentive programs, such as the Targeted Business Program and Qualified Target Industry Tax Refund Program, which mandate support and evaluation for up to ten years. Demonstrating OEV's commitment to these companies' success encourages a pro-business environment in Tallahassee-Leon County.

Strategic Communications:

Strategic Plan, 3.A.3, Six Cornerstones

Staff utilizes a variety of communications and marketing strategies that inform and engage both the internal and external audiences as efficiently and economically as possible in order to execute the strategic communications and marketing plan approved by the IA Board at the September 19, 2018 meeting. Below summarizes are current activity this upcoming quarter:

- *Billboards:* Advertising on I-10 in Jefferson County with Magnetic Capital of the World messaging and one billboard on Capital Circle N.E. at I-10 denoting top rankings enjoyed by Tallahassee-Leon County for a twelve month period.
- *Quarterly Economic Dashboards:* Published in both the Tallahassee Democrat and Tallahassee Reports. The next dashboard will be published on January and will also be published in the Capital Outlook.
- *E-Marketing:* Monthly Data Driver, has been added to the e-marketing campaign to relay

information regarding local events of interest, including MED Week, Manufacturing Month, partner activities and achievements. In addition a monthly “Events” newsletter is also distributed electronically and allows OEV to provide its audience with timely and relevant information in regarding hosted and sponsored events as well as support our partners in the economic ecosystem.

- *Small Business Saturday*: To help promote Small Business Saturday, and support shop local initiatives, Staff produced three videos highlighting the broad range of local businesses that call Tallahassee-Leon County home. The videos are released in conjunction with the week of Thanksgiving, leading up to Small Business Saturday on November 30th. In conjunction with the videos, Staff will be local businesses promoting small businesses online and through social media all week, and encouraging residents to shop local. More details are included in Attachment 1B.
- *Social Media*: Promotes programs, engagement opportunities, MWSBE certification, and training opportunities, and breaking partner news across all social media platforms. Topics during this reporting period included MED week activities, grant information and MWSBE opportunities.
- *Florida Trend Spotlight*: The January 2020 issue of Florida Trend will focus its attention on Tallahassee-Leon County. This special section will identify the area's economic development initiatives, as well as take a look at major business sectors and workforce throughout the region. The special section is a great opportunity to highlight the growth, diversity, vibrancy, and innovation within our community that has occurred since the last focus was produced in 2017.
- *Incremental Developers Alliance*: Madison Street Strategies met with staff to examine the IDA's nationally renowned small developer training workshop and gauge next steps. Staff are exploring possibilities to bring this training to Tallahassee, with partners, in mid-2020.

Data Capabilities

Strategic Plan, 2.B.1, Six Cornerstones

Staff on-lined Buxton, CoStar, and Salesforce software platforms during this period. Buxton focuses on retail and market analytics; CoStar provides a comprehensive real estate inventory; and Salesforce tracks all levels of engagement for the department. These platforms allow Staff to provide best in class services for local businesses and nonprofit organizations. Staff now has the ability to track, analyze and report on all spectrums of business retention, expansion, and relocation. By utilizing these platforms, Staff can provide information to local businesses that would not have been available otherwise, increase efficiency and effectiveness of staff time, provide a superior level of service for the community, to ultimately create greater opportunities for businesses to create jobs, invest capital, and expand their business.

Targeted Industry Sectors: Strategic Plan, Business Recruitment, 1.D.3.b

Applied Science & Manufacturing

Applied Sciences and Manufacturing are two key target industries, as identified by the *Target Industry Analysis and Selection Study*. Staff engage these businesses to recruit and assist with

expansions, as well as monitor general economic activity within the sector. During Quarter 3 of FY 2019, there was an increase of 291 jobs, \$56,668 in average compensation, and 269 job postings. 706 employers have posted a job opening for one of the seventy occupations found in OEV's AIM category over the past 12 months. Nonetheless, total employment is less than the national average would suggest for AIM occupations.

GovTech

Government-facing technology is a key target industry, as identified by the *Target Industry Analysis and Selection Study*. Colloquially referred to as "GovTech," this industry has been identified as strong sector for Tallahassee-Leon County, with a number of successful and growing enterprises. In conjunction with OEV's Business Retention & Expansion efforts, staff met with several companies who maintained similar industry sectors, employment needs, and market strategy, particularly as it relates to technology focused government services. Based on the feedback from those meetings, OEV will use these engagements to create new sector marketing efforts, to help grow this sector, both by supporting the expansion of existing companies, fostering the growth of start-ups, and recruiting new companies Tallahassee-Leon County.

Future Initiatives:

Events and items of concern the department will focus on between now and the next reporting period at the March 12th, 2020 IA Board meeting.

Strategic Planning

January Economic Vitality Leadership Council Workshop

Staff will engage in a strategic planning workshop with the Economic Vitality Leadership Council to review the current status of the strategic plan, progress towards the stated goals, and an evaluation of any changes to strategic direction in order to adapt to new or changed economic needs and conditions. Staff will bring recommendations and feedback from the workshop to the March 12th meeting for the IA board to review.

Targeted Industries

Magnetics Conference 2020

In partnership with the Magnetics Taskforce, staff will be attending the Magnetics 2020 conference, held February 11th – 12th in Orlando, FL. This is a global leading events that focuses on the latest economic development and technical advancements in magnetics markets and technologies. The conference will bring together magnetic experts from around the world, and affords OEV the unique opportunity to network with companies and thought leaders who may foster the next research collaboration or business relocation with Tallahassee- Leon County.

Strategic Communications

Website

Staff continues to enhance the website to ensure it remains the community's prime resource for data and economic vitality programs. Work on the redesign of the website to include MWSBE microsite, enhance data integration, and Magnetic Capital of World and target industry information, and quality of place information is underway.

Resiliency

Staff is working with local Emergency Operations personnel to conduct a readiness workshop, prior to the start of the 2020 hurricane season, to help businesses identify risk, learn about business continuity, disaster response, and the cost benefit of preparing for hurricanes and other business interruption. Additionally, staff is working with state-level Emergency Operations personnel to discuss Tallahassee-Leon County's practices and successes.

Talent Pipeline

2020 Leon Works

OEV is actively working with Leon County government and other local partners to organize and put on the 2020 Leon Works, which will be held April 3rd at the Donald L. Tucker Civic Center. The event will provide a tremendous opportunity to connect local employers with local students, and provide a regional significant event that further enhances the talent pipeline for our region.

Florida–Georgia Workforce Alliance

As stated previously, CareerSource Capital Region collaborates with workforce boards on the Florida-Georgia border to coordinate workforce efforts and develop a thriving talent market to meet the demands of employers. Staff participates in these meetings to maximize access and support regional workforce development efforts. The next meeting is set for early 2020.

Business Support

Elevate Florida's Capital: Workforce Development Grant

The Elevate Fund grant program specifically addresses requests for workforce training grants that address gaps between existing workforce development/training programs. The FY 2020 grant applications were released October 1st, with applications due November 1st. The FY 2020 recipients are evaluated by committee, with recipients awarded the first week in December. Following the FY 2020 award cycle, Staff will evaluate the impact and role of this grant, particularly as it relates to the OEV strategic plan. The Elevate Fund will be evaluated along with other department programs during the January EVLC workshop. Following the workshop, staff will bring recommendations regarding this program and any next steps.

SOCIAL MEDIA REPORT

Small Business Saturday

DATES: MONDAY, NOVEMBER 18 - SATURDAY NOVEMBER 30
CHANNELS: FACEBOOK & TWITTER
STATUS: COMPLETE

FACEBOOK:

Number of Posts: **10**
Total Reach: **18,957**
Total Engagements: **833**
Avg. Reach: **1,895.7**
Avg. Engagements: **83.3**

TWITTER:

Number of Posts: **9**
Total Reach: **11,131**
Total Engagements: **181**
Avg. Reach: **1,113.1**
Avg. Engagements: **18.1**

TOP POST:

Performance for Your Post

104	34	100
Like	On Post	On Shares
31	7	24
Comment	On Post	On Shares
12	6	6
Share	On Post	On Shares
54	54	0
Shares	On Post	On Shares

238 Post Clicks

90	0	148
Clicks to Play	Like Clicks	Click Clicks

NEGATIVE FEEDBACK

0	1
Hide Post	Hide All Posts
0	0
Report as Spam	Unlink Page

FOR REFERENCE:

Over the past 3 months

- 72 Facebook Posts
 - Avg. Reach: 195.4
- 62 Tweets
 - Avg. Reach: 1,069.4

NOTES:

- OUTPERFORMED AVERAGE REACH ON FACEBOOK AND TWITTER
- \$200 BOOSTED FACEBOOK POST SAW GREAT RETURNS
- WOULD CONSIDER PROMOTING TWEETS DUE TO NATIVE SUCCESS
- OUT OF 7K VIEWS, 300+ WATCHED ENTIRE VIDEO



MEMORANDUM

TO: Ben Pingree, PLACE Director
THRU: Cristina L. Paredes, Director
FROM: Darryl Jones, Minority Women, and Small Business Programs Deputy Director
SUBJECT: September 5-December 12, 2019 Quarterly Update
DATE: December 12, 2019

Per OEV's Work Plan, the Minority, Women and Small Business Enterprise (MWSBE) program continues to expand procurement opportunities for MWSBEs with public and private partners. Still, at the core of our responsibilities is to provide a framework by which the City of Tallahassee, Leon County Government, and the Blueprint Intergovernmental Agency can successfully engage with local minority and women-owned and small businesses to meet our governments' shared supplier diversity goals through contracting and subcontracting on their projects.

Minority, Women, and Small Business Enterprises

Below are the MWSBE metrics currently tracked by staff to quantify program impact to certified MWSBEs. Staff is working with the Business Intelligence team to review and revise these metrics as well as incorporate any recommendations from the Disparity Study to best quantify program impact and value.

Metrics	FY 2018	FY 2019	FY 2020 Year to Date
# Business consultations	40	69	13
# Business referrals for assistance	130	35	4
# MWBE certified businesses	208	86	6
# Certification applications received	104	99	6
# Speaking engagements	21	16	0
# Industry Academies	8	4	2
# Industry Academy attendees	100	80	74

Definitions: Business Consultations: meetings by staff with individual business owners

Business Referrals: Recommendations to the partner organization to allow certified MWBE to build capacity.

Business Engagement and Outreach

OEV works to expand these opportunities to as many businesses as possible to increase opportunities. To that end staff works to 1) expand the number of businesses that are aware of the benefits of the County MWSBE program, 2) familiarize businesses with the process by which they may certify, and 3) assist a business gain full certification (which, in turn, enables their participation in the County procurement processes via bid award). To ensure these efforts are achieved, staff engages in the following programs:

- One on One Certification Assistance: Staff regularly meets with vendors who need one on one assistance with the certification process and applications. In FY 2019, staff has met

with 69 businesses seeking assistance and thus far this year 13 businesses have been assisted.

- **Monthly Certification Workshops:** These workshops are held the second Monday of each month in partnership with CareerSource Capital Region for persons seeking live assistance with the online certification application.
- **B2B Connections:** This is a new program launched this fall and is designed to facilitate new relationships between prime vendors and other industry leaders, and certified MWSBE firms. The MWSBE certification process is promoted during these events to recruit new MWSBE firms. To date, over 130 businesses have participated.
- **Industry Academies:** Held in the spring, the academies focus on insurance and risk management, bonding options, business financing, and secured microloans, and succession planning and held in conjunction with partner organizations. This spring over 80 businesses attended these academies.
- **Business Assistance Referrals:** Staff routinely refers businesses that need assistance with planning and financial assistance to the FAMU Small Business Development Center (SBDC) and Jim Moran Institute. These referrals allow businesses to build capacity. This year staff has referred 35 businesses to partner organizations for additional assistance.
- Annual Programs through the local observations of Small Business Week (partnership with FAMU SBDC) and Minority Enterprise Development (MED) Week to promote the impact and importance of minority, women, and small businesses.
- Over the past year, 30 new and (re)certifications have come as a result of B2B and other networking events, industry academies, other vendor referrals, and individual staff outreach efforts.

Recently, several RFP aspirational goals for the City of Tallahassee and Leon County have been reduced due to the unavailability of certified MWSBEs to respond to prime contractor demands for the government’s procurement activity. A significant number of certified MWBSEs are acquiring more lucrative procurement opportunities in the western Panhandle because of Hurricane Michael. Working through the B2Gnow database, staff has completed an analysis of the diversity of certified businesses available to meet the supplier diversity demands of prime vendors in their attempts to comply with City, County and Blueprint’s aspirational targets. The chart below describes the industries and the number of firms currently certified. Staff analysis has identified minority and women owned firms in our market that are not certified. Recruitment of those certified businesses is critical to meeting the supplier diversity demands of the City of Tallahassee, Leon County Government and Blueprint IA.

Business Type	Count
Advertising, Public Relations and Promotions	9
Marketing	9
Air Condition and HVAC	3
Architectural, Engineering, Design, and Drafting	23
Surveying	7
Planning	2
Asphalt	4
Concrete	16
Masonry	4
Computer Services and Supplies	6
General Consulting	25
General Contracting	9
Landscaping	21
	70

Excavation	7
Janitorial	19
Miscellaneous Services	51
Miscellaneous Supplies	7
Other Construction Services	34
Painting	11
Printing, Copying, Typesetting and Graphic Services	8
Trucking and Hauling	11
Accounting and Auditing Services	7
Electrical Services and Supplies	2
Sales, Rental and Servicing	8
Maintenance of Traffic	7
Engineering	2
Food Services	1
Plumbing	2
Steel Erection	2
Consultants, Professional Services	4
Underground Utilities	1
Planning, Engineering	1
Transportation Planning	2

Staff’s analysis, in cooperation with the business intelligence colleagues, discovered some important facts about the certified database that required remedying:

- 1.) OEV certified businesses fail to self-describe the full range of services their companies provide, therefore lessening the number of procurements they would be engaged. This lapse is even more impactful for MWBEs when prime contractors are utilizing the City of Tallahassee’s BidSync procurement system.
- 2.) Staff has to re-engage with businesses whose certifications have expired to strengthen the diversity of available subcontractors in our database.
- 3.) Create new methods to recruit more certified MWSBEs.
- 4.) Attract targeted firms to meet the City, the County and Blueprint’s growing needs for subcontracting in construction and infrastructure.

To remedy these issues, first, staff has communicated to certified vendors the importance of self-describing the variety of expertise and services provided by their businesses to ensure the highest opportunity of engagement in our three government procurement systems. Also, staff invites certified vendors to attend the monthly technical assistance workshops provided by the division to increase their utilization of BidSync. Additionally, the businesses owners with expired certification cited lack of opportunity as their reason. Staff has since communicated to this audience the diversity of procurement opportunity made available through certifying with our office—MOUs with the Leon County Sheriff’s Office and the Tallahassee Housing Authority. Florida A&M University, Tallahassee Memorial Hospital, and the Leon County School Board all use our certified database to meet their supplier diversity goals. Those expired businesses have been strongly encouraged to re-engage with the Office of Economic Vitality.

Finally, the MWSBE division is remedying the lack of available subcontractors and the diminishing

diversity of professions to meet our governments' procurement demands by creating a new program called Business-to-Business (B2B) Networking Mixers. These activities (4) are designed to broker relationships with prime vendors and industry leaders with certified MWSBEs and recruit potentially certifiable MWSBEs. At these mixers will also be procurement managers for all three governments and other supplier diversity program managers and private developers with supplier diversity goals. In consultation with prime vendors, staff has discovered that vendors are reluctant to do business with firms they are unaware.

OEV staff is actively recruiting businesses in professional services and construction trades through our three chambers of commerce and professional associations. Also, monthly procurement workshops for certified MWBEs on bid preparation have consistently sold out this quarter. Staff is also working cooperatively with North American Properties and the Washington Square developers on meeting their supplier diversity goals. Negotiations to create an MWSBE utilization plan for both developers are underway. These negotiations will include job fairs, networking events, and posting bid opportunities to our certified database. Part of our long term plan through the Office of Economic Vitality is to recruit more MWSBEs in a variety of constructing trades through its Business-to-Business (B2B) Sessions to meet the City of Tallahassee, Leon County, Blueprint and private developers' supplier diversity goals.

Procurement Evaluations:

Staff has completed 10 MWBE evaluations of bids for the City of Tallahassee. The total dollar amount for the bids is \$12,093,135, of which \$2,021,810 (17%) was identified for MWBE subcontracting. Staff has completed ten MWBE evaluations of RFPs for the City of Tallahassee. There is no dollar amount associated with RFP evaluations.

Staff has completed 10 MWBE analysis of bids for Leon County. The total dollar amount of the bids is \$9,537,537 of which \$1,583,444 (17%) was identified for MWBE subcontracting. Staff has completed no MWBE analyses of RFPs for Leon County. There is no dollar amount associated with RFP analyses.

Disparity Study and Development of Consolidated Policies

The OEV staff and MGT of America, our Disparity Study consultant have been engaged with local industry stakeholders and public sector leaders on the Consolidated MWSBE Policy and Procedures manual. This preliminary engagement with our principal constituencies is important to ensure the successful compliance and utilization of our new policies and procedures. This disparity study and its deliverables and new policies will have significant impact on our local economy —specifically prime contractors and certified MWSBEs. To date, we have met with our industry stakeholders three times, to include our MWSBE Citizen Advisory Committee and the former MWSBE Program Evaluation Committee on our consolidated MWSBE policies. The external stakeholders involved included primes and certified MWSBEs and business advocates and representatives from all three local chambers of commerce. The external stakeholder meetings have also been publicly noticed. External stakeholder feedback has influenced a number of recommendations that will be found in our policy recommendations to the IA Board. Chief among them will be the scoring of bids and RFPs—adding additional considerations for joint ventures, job creation for targeted populations, plus, mentor-protégé and apprenticeship participation by both primes and certified MWSBEs. Industry stakeholders are confident that incentivizing these tools for business expansion and job creation will increase the likelihood of utilization. These recommendations and others⁷² will be a part of an agenda item for the January

2020 IA Board meeting.

To date the OEV staff completed following meetings to engage both internal and external stakeholders in the development of these consolidated policies:

- Six meetings with the internal stakeholder (members of the leadership team of the City of Tallahassee and the Leon County Government)
- Four external stakeholder meeting (representatives and businesses within the industry with an interest in MWSBE policies).

Staff will be meeting with both internal and external stakeholders over the next month to finalize the Consolidated MWSBE Policy and Procedures agenda item for the IA Board's review at the January 30, 2020 meeting.

B2GNow! Contract Compliance Software

B2GNow System updates continue to progress towards finalization to ensure the expansion and implementation of all aspects of the System's Certification and Contracts Modules relative to MWSBE Certifications, MWBE contractual participation, and payment reporting with the integration City of Tallahassee data. The Online Certification Directory has been expanded to include vendor profile information for the Federal Disadvantaged Business Enterprise (DBE) and Airport Concessions Disadvantaged Business Enterprise Programs. This expansion includes the DBE and ACDBE certifications for vendors in the local market area of Gadsden, Jefferson, Leon, and Wakulla counties. Additionally, the vendor profile information for DBE and ACDBE certified vendors that are out-of-market are reflected within the Online Certification Directory as a part of the City of Tallahassee participating as a member of the Florida Department of Transportation's United Certified Partner (UCP) Program. This process is a coordinated effort between staff, the Florida Department of Transportation, and B2GNow. Staff and the B2GNow team continue to work towards resolutions to the data import challenges that were previously occurring.

The next steps of the data integration and implementation process of the B2GNow System involves the modification of internal processes that will support the utilization of the system organization-wide. B2GNow has a recommended model for system utilization relative to activities associated with the post-awarding of contracts. Current user roles have been updated; and, new roles may be added and activated as the implementation process continues, if necessary. The next steps involve the identification of staff users and their required access levels. Additional discussion will include the best methodology and resources required for the validation and updating (if necessary) of imported contractual data. Staff will be meeting with internal stakeholders to discuss this aspect of the implementation due to the volume of contractual activity associated with the City of Tallahassee. Contractual activity for the City of Tallahassee occurs at a greater level, due to the procurements required by City of Tallahassee Utilities, Star Metro, and the Tallahassee International Airport.

Staff highly anticipates the modification of internal process and B2GNow utilization will enhance the tracking of MWBE expenditures and; permit the inclusion of non-MWBE expenditures within the procurement processes of all governments as recommended in Disparity Study findings. This will allow for OEV's B2GNow Contract Compliance Software to expand its tracking and reporting of MWBE and non-MWBE activity. The OEV Staff will be analyzing the full implication and

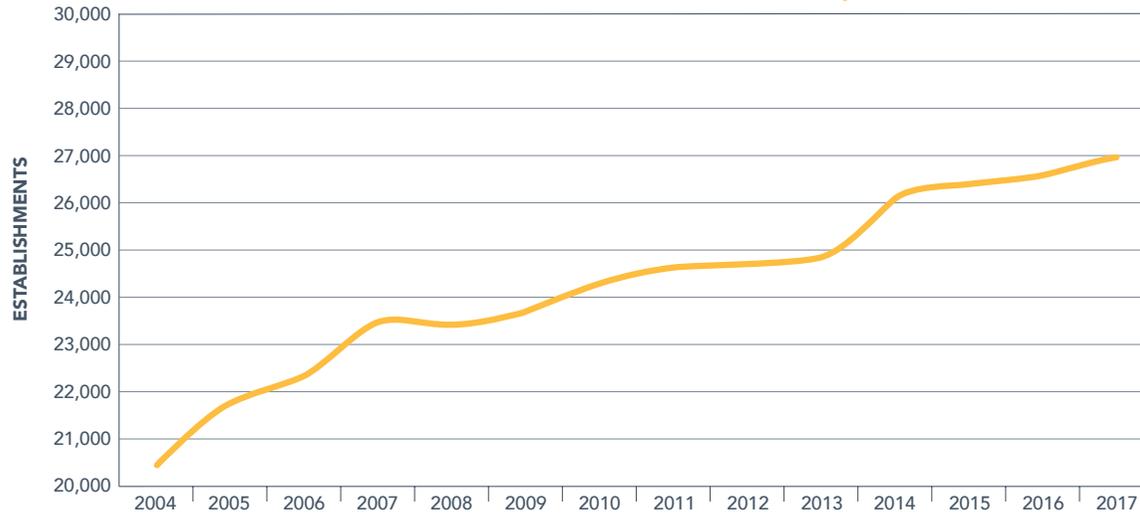
requirements of capturing the voluminous procurement data associated with the shared utilization of this software by all three governmental entities—City of Tallahassee, Leon County, and the Blueprint IA.

The **OFFICE OF ECONOMIC VITALITY** is the source for Tallahassee-Leon County economic information and data. We track **85+ KEY ECONOMIC INDICATORS**, construction and development trends – both commercial and residential – some of which are featured below. Whether your business needs assistance, you are looking for the perfect site for your business or need help from our expert analysts, we are here to help.

Contact us at **(850) 219-1060** or email us at **INFO@OEVFORBUSINESS.ORG**.

INDICATOR	MOST RECENT	SINCE LAST YEAR	WHAT DOES THIS MEAN?
EMPLOYMENT 	188,866 <i>2nd Quarter 2019</i>	+1.4% <i>Up 2,678 from Q2 2018</i>	EMPLOYMENT was down 0.1% from Q1 2019 while year-over-year employment levels have increased 14 quarters in a row. MSA monthly average of 188,925 in the first 6 months of 2019 was 1.7% higher than the January - June 2018 monthly average.
UNEMPLOYMENT CLAIMS 	1,433 <i>2nd Quarter 2019</i>	-0.6% <i>9 fewer than in Q2 2018</i>	MSA INITIAL CLAIMS FOR UNEMPLOYMENT COMPENSATION in Q2 2019 were the fewest for any Q2 since before 2010.
NEW SINGLE-FAMILY CONSTRUCTION PERMITS 	200 <i>2nd Quarter 2019</i>	+18.3% <i>31 more than in Q2 2018</i>	NEW SINGLE-FAMILY CONSTRUCTION PERMITS in Leon County increased 25% from Q1 2019, and 60% higher than the Q2 average of 125 during 2010 to 2018.
MEDIAN SINGLE-FAMILY HOME SALES PRICE 	\$229,950 <i>2nd Quarter 2019</i>	+5.5% <i>Up \$11,950 from Q2 2018</i>	MEDIAN SALES PRICE was up 7% from Q1 2019, has risen in 11 of the past 20 quarters in the MSA, and has been lower than the statewide median sales price since Q4 2013.
TOURISM: TOTAL VISITORS 	629,614 <i>Q3 FY 2019</i>	+2.7% <i>Up 16,302 from Q3 of FY 2018</i>	TOTAL VISITORS in Leon County typically decrease on average about 10% from Q2 to Q3. Q3 2019 was down 0.6% from Q3 2017 and 4.8% higher than Q3 2016.
TALLAHASSEE PASSENGERS 	219,447 <i>2nd Quarter 2019</i>	+6.5% <i>13,459 more than in Q2 2018</i>	TLH PASSENGERS in Q2 2019 were the most for any Q2 since 2008. During 2015-2019, passengers in Q2 averaged 193,763.
UNEMPLOYMENT RATE 	3.1% <i>2nd Quarter 2019</i>	-0.4 pts. <i>Down from 3.5% in Q2 2018</i>	MSA 3-month average UNEMPLOYMENT RATE has decreased for 31 consecutive quarters, comparing same quarter of the prior year.
AVERAGE WEEKLY WAGE 	\$854 <i>1st Quarter 2019</i>	+1.4% <i>\$12 more than in Q1 2018</i>	MSA AVERAGE WEEKLY WAGE 4-quarter moving average has increased in all but 1 of the past 20 quarters, comparing same quarter of the prior year.
MORTGAGE FORECLOSURES 	124 <i>2nd Quarter 2019</i>	-0.8% <i>1 less than in Q2 2018</i>	Although MORTGAGE FORECLOSURES in Leon County rose 5% from Q1 2019, while Q2 2019 had the fewest foreclosures for any Q2 since before 2004.
OFFICE VACANCY RATE 	4.1% <i>2nd Quarter 2019</i>	-0.5 pts. <i>Down from 4.6% in Q2 of 2018</i>	OFFICE VACANCY from Q1 2018 to Q2 2019 averaged 4.3%, a drop of 1.8 points from the annual average vacancy rate of 6.1% during 2013-2017.
INDUSTRIAL VACANCY RATE 	2.1% <i>2nd Quarter 2019</i>	-0.4 pts. <i>Down from 2.5% in Q2 of 2018</i>	INDUSTRIAL VACANCY from Q1 2018 to Q2 2019 averaged 2.5%, a drop of 4.7 points from the average annual vacancy rate of 7.2% during 2013-2017.
LABOR FORCE 	194,916 <i>2nd Quarter 2019</i>	+1.1% <i>Up 2,069 from Q2 2018</i>	MSA average monthly LABOR FORCE was down 0.4% from Q1 2019, while 1.1% higher than Q2 2018. Labor Force has grown 15 of the past 20 consecutive quarters, comparing same quarter of the prior year.
TAXABLE SALES 	\$1.34B <i>2nd Quarter 2019</i>	+8.1% <i>Up \$109.5M from in Q2 2018</i>	MSA TAXABLE SALES were up 1.6% from Q1 2019 and 8.1% higher than Q2 2018, and have gone up in 68 of the past 72 months, comparing sales to the same month of the previous year.

TALLAHASSEE MSA NONEMPLOYER ESTABLISHMENTS, 2004–2017



TALLAHASSEE MSA NONEMPLOYER RECEIPTS, 2004–2017



OEV’s inaugural monthly jobs report in June featured Keith Bowers, Director for the Florida Small Business Development Center at Florida A&M University, who wrote about the role of the “**gig economy**.” This quarter we’ll focus on the “gig economy” with additional data.

One way to depict local entrepreneur and gig activity is through Census Nonemployer Statistics, an annual series with data for **businesses that have no paid employees and are subject to federal income tax**. Most nonemployers are self-employed individuals operating as sole proprietorships, including solo entrepreneurs, which may or may not be the owner’s principal source of income. The majority of all business establishments in the U.S. are nonemployers but due to their small economic impact, these firms are excluded from most other Census Bureau business statistics.

In 2017, the Tallahassee metro area had **26,981 nonemployer establishments—about 71 such establishments per 1,000 residents**. There were 15% more nonemployer establishments in 2017 than in 2008. Receipts in 2017 exceeded \$1 billion, up 12% from 2009. In the past five years, the average annual increase in total receipts for these establishments amounted to **\$13.4 million per year**.

Sources for Dashboard Data: Florida Department of Economic Opportunity, Labor Market Information, Local Area Unemployment Statistics (LAUS); Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW); Florida Department of Economic Opportunity, Reemployment Assistance Data; Florida Legislature’s Office of Economic and Demographic Research; City of Tallahassee Growth Management Department and Leon County Department of Development Support & Environmental Management; Leon County Clerk of Courts; Tallahassee Board of Realtors; Visit Tallahassee; Tallahassee International Airport; CoStar Property.

Source for Highlight Data: US Census Bureau, 2004-2017 Nonemployer Statistics.

November 2019: Data Driver

The Office of Economic Vitality is the source for Tallahassee-Leon County economic information and data. We track key economic indicators and development trends, a selection of which is provided below. These monthly statistics provide a general picture of macroeconomic, large employer, and startup activity. This month, the "My Take" segment features Susan Fiorito, Dean of the **Jim Moran College of Entrepreneurship at Florida State University**.

EMPLOYMENT

CITY OF TALLAHASSEE

102,087

UP 2.9% YEAR-OVER-YEAR

LEON COUNTY

156,689

UP 2.9% YEAR-OVER-YEAR

SOURCE: LAUS

LEON COUNTY TOTAL TAXABLE SALES

\$382.4M

UP 11.3% YEAR-OVER-YEAR

SOURCE: FLORIDA DEPARTMENT OF REVENUE

SMALL BUSINESS LOANS

\$5,000

\$5,000 FEDERAL FISCAL YEAR-TO-DATE

SOURCE: SBA LEON COUNTY

UNEMPLOYMENT

CITY OF TALLAHASSEE

3.0%

DOWN 0.4 POINTS YEAR-OVER-YEAR

LEON COUNTY

2.8%

DOWN .3 POINTS YEAR-OVER-YEAR

SOURCE: LAUS

INDUSTRY/OFFICE VACANCY

INDUSTRIAL VACANCY RATE

3.4%

OFFICE VACANCY RATE

5.2%

SOURCE: COSTAR

NEW BUSINESS UTILITY STARTS

45

DOWN 8% YEAR-OVER-YEAR

SOURCE: TALLAHASSEE COMMERCIAL UTILITY STARTS

 850.219.1060

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MONTHLY STATISTIC

83.6 THE UNITED STATES' GLOBAL
ENTREPRENEURSHIP INDEX (GEI) SCORE

The GEI is an annual index that measures the health of the entrepreneurship ecosystems in 137 countries, ranking the performance of each against each other. This provides a picture of how each country performs in both the domestic and international context. **The US is ranked #1.**



CONTRIBUTOR

Susan Fiorito, Dean of the **Jim Moran College of Entrepreneurship**, served as Faculty Senate President and FSU Trustee. She has taught nearly 40 years, spending one year in Scotland on sabbatical. Her doctorate focused on the financial performance and marketing strategies of small stores. Her research focused on retail, small business buying, is published in respected journals as well as a text on retail buying.

MY TAKE: JIM MORAN COLLEGE OF ENTREPRENEURSHIP

Entrepreneurship in the US is thriving, a strong driver of economic growth. According to the GEI, a healthy entrepreneurial ecosystem includes things like the attitudes, abilities, and aspirations of the local population, plus the regional social and economic infrastructure such as broadband connectivity, human capital, networking, transportation to external markets and startup skills – **all things we are fortunate to find here in Tallahassee and Leon County.**

The Jim Moran College of Entrepreneurship is in the perfect location to prepare its students for success in starting their own businesses or in being innovative and resourceful while working in established businesses. With its mission of, "**Inspiring innovation, instilling compassion and igniting an entrepreneurial mindset in the next generation of leaders,**" the college offers students case study learning while providing opportunities for innovative, hands-on application. The curriculum is designed by full-time faculty who all have their own entrepreneurial experience, tenure-track or specialized faculty in retail and product development, plus Entrepreneurs in Residence from colleges across campus. Many of these faculty got their start and/or continue as entrepreneurs right here in Tallahassee.

In addition to their coursework, all students are required to have an internship experience, and many of them benefit from **internships, mentoring** and **guidance** from the entrepreneurs and subject matter experts in our community.

The **thriving Tallahassee ecosystem** supports the real-world education that is essential to the success of our students, and we are especially excited when our graduates decide to stay in the area to work or to start their own businesses.

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JIMMORANINSTITUTE.FSU.EDU/



FLORIDA STATE UNIVERSITY
JIM MORAN COLLEGE OF ENTREPRENEURSHIP

Blueprint Intergovernmental Agency Board of Directors Agenda Item #4

December 12, 2019

Title: Acceptance of the Blueprint Intergovernmental Agency Annual Performance Report

Category: Consent

Intergovernmental Management Committee: Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Cristina Paredes, Director, Office of Economic Vitality
Susan Emmanuel, Public Information Officer



STATEMENT OF ISSUE:

This item presents the Blueprint Intergovernmental Agency Annual Performance Report (Report) covering June 2018 – September 2019 and requests acceptance of the Report from the Blueprint Intergovernmental Agency Board of Directors (IA Board).

FISCAL IMPACT:

This item does not have a fiscal impact.

RECOMMENDED ACTION:

Option 1: Accept the Annual Performance Report for the period covering June 2018 – September 2019.

SUPPLEMENTAL INFORMATION:

The Blueprint Intergovernmental Agency (Agency) By-Laws, Procedures, and Policies state that the IA Board shall consider the Agency Performance Report. The Blueprint Intergovernmental Agency Annual Performance Report covering June 2018 – September 2019 is included as Attachment #1. During this reporting period, the Agency made substantial progress towards the

completion of several projects and the establishment of significant programs. The following lists the **Agency's** key accomplishments during this time period:

- The Orange-Meridian community space, a new public gathering place with a stage, places to sit under existing trees, formalized parking, and a restroom, was opened to the public in September 2019.
- Capital Cascades Trail Segment 3D-A (Pinellas St. to Gamble St.) was completed, which includes the key regional connection of the Capital Cascades Trail to the St. Marks Trail. With this connection, downtown Tallahassee is now connected via a separated multi-use path to the gulf coast of Florida in St. Marks.
- The PD&E study for the Northeast Gateway: Welaunee Boulevard project kicked off in March 2019, taking the first step towards improving regional mobility and enhanced connectivity in northeast Tallahassee and Leon County.
- The 2019 Disparity Study was completed and revealed evidence of disparity to support not only a continued race and gender-conscious Minority & Women Small Business Enterprise (MWSBE) Program but a single, consolidated MWSBE Program that serves Leon County and the City of Tallahassee.
- The Office of Economic Vitality (OEV) launched the MWSBE Business to Business (B2B) program, connecting primes and subcontractors across a variety of business sectors.
- OEV partnered with the Minority Enterprise Development (MED) Week Committee to bring the 27th Annual MED Week 2019 to the community.

SUMMARY OF PUBLIC ENGAGEMENT

Public engagement is a key component to the Blueprint and OEV programs. The annual report highlights events held during the reporting period.

Action by TCC and CAC: This item was not presented to the TCC. This item was presented to the CAC at their December 5, 2019 meeting, and the CAC received the draft Annual Report at their meeting. The CAC recommended that the IA Board approve Option #1.

OPTIONS:

- Option 1: Accept the Blueprint Intergovernmental Agency Annual Performance Report.
- Option 2: Do not accept the Blueprint Intergovernmental Agency Annual Performance Report.
- Option 3: IA Board direction.

RECOMMENDED ACTION:

- Option 1: Accept the Annual Performance Report for the period covering June 2018 – September 2019.

Attachment:

1. Blueprint Intergovernmental Agency Annual Performance Report: June 2018 – September 2019 – To be provided at the December 12, 2019 IA Board meeting.

**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #5
December 12, 2019**

Title: Acceptance of the Southwest Area Transportation Plan Final Report

Category: Consent

Intergovernmental Management Committee: Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Megan Doherty, Blueprint Planning Manager

STATEMENT OF ISSUE:

This agenda item seeks acceptance from the Blueprint Intergovernmental Agency Board of Directors (IA Board) for the Southwest Area Transportation Plan (SATP) Final Report. The SATP examined transportation issues on four corridors in southwest Leon County: Orange Avenue, Springhill Road, North Lake Bradford, and South Lake Bradford. Based on technical analyses and public input, the SATP Final Report identifies recommended alternatives for improving these corridors, which will be integrated into the planning and design phase of the Blueprint 2020 Airport Gateway project scheduled to begin in 2020. The SATP was jointly funded by Blueprint and the Capital Region Transportation Planning Agency (CRTPA) and project managed by the CRTPA.

FISCAL IMPACT:

This item does not have a fiscal impact.

RECOMMENDED ACTION:

Option 1: Accept the Southwest Area Transportation Plan Final Report.

SUPPLEMENTAL INFORMATION:

The Southwest Area Transportation Plan (SATP) is a joint project between the Capital Region Transportation Planning Agency (CRTPA) and the Blueprint Intergovernmental Agency (Blueprint) that addresses transportation issues in southwest Tallahassee and Leon County. Blueprint partnered with the CRTPA in funding this project with the goal of creating a vision for

southwest Tallahassee that is consistent with local priorities, plans, and future projects and that provides a guide for implementing safe and efficient transportation facilities. In September 2016, the IA Board identified \$350,000 in funding to support this project, which represented 50% of the estimated SATP budget. The approved FY 2017 and FY 2018 Blueprint Infrastructure program capital budgets each included an allocation of \$175,000 for the Blueprint share of the SATP, and the full project budget has been expended. The CRTPA managed this project, which was conducted by the Kimley-Horn consulting team.

The SATP Final Report, which is comprised of four corridor plans and a public involvement summary, will be used as a starting point for the development of the Blueprint 2020 Airport Gateway project and will inform the identification of multimodal transportation improvements included in the Blueprint 2020 Orange Avenue Widening project. Based on technical analyses and public input, the SATP Final Report includes corridor plans identifying recommended transportation improvements for the following roadways:

- Orange Avenue (Capital Circle Southwest to Monroe Street)
- Springhill Road (Capital Circle Southwest to Orange Avenue)
- North Lake Bradford Road (Orange Avenue to Stadium Drive)
- South Lake Bradford Road (Capital Circle Southwest to Orange Avenue)

The Orange Avenue Corridor Plan was approved by the CRTPA Board at their April 16, 2019 meeting, and the Springhill Road, North Lake Bradford, and South Lake Bradford corridor plans were approved by the CRTPA Board at their September 16, 2019 meeting. The SATP was developed with considerable public involvement and technical analysis to best represent the community's vision for the transportation infrastructure improvements for roadway segments identified in the Blueprint 2020 Airport Gateway and Orange Avenue Widening projects. The SATP Final Report provides planning analysis, public engagement, and collection and analysis of existing traffic data for the corridors included in these projects. Note, two roadways included in the Airport Gateway project - Stuckey Avenue and the new roadway through Innovation Park and the southwest Florida State University campus – were not included in the SATP.

SATP FINAL REPORT – CORRIDOR PLANS

The Executive Summary for the SATP is included as Attachment #1. Through a combination of data collection, traffic analyses, and stakeholder and public outreach, the SATP Final Report includes a set of recommended alternatives identified for each corridor. The alternatives for each corridor detail pedestrian, bicycle, transit, and vehicular improvements for consideration as these corridors advance in the planning and design processes through the Airport Gateway and Orange Avenue Widening projects.

The following section summarizes the recommended improvements and considerations that will be carried forward into the planning and design of the Airport Gateway project and shared with FDOT for the purposes of information the ongoing PD&E for the Orange Avenue Widening project.

Orange Avenue

The existing Orange Avenue corridor is comprised of a three-lane section (two directional lanes and a middle turn lane) from Capital Circle Southwest to east of Wahnish Way and then transitions to a five-lane section from east of Wahnish Way to Monroe Street. Future traffic volumes indicate that the roadway segment from South Lake Bradford Road to South Monroe Street is expected to operate over capacity by the year 2040 and the entire corridor is expected to be over capacity by the year 2045. The coupling of the existing crash rates and types and the projected future capacity constraint supports the opportunity for widening the corridor to four lanes. A more detailed traffic analysis will be conducted during FDOT's PD&E study and will determine the ultimate capacity needs along the corridor. Based on technical analyses and public input, the locally recommended alternative would be to widen the corridor to four-lanes, add a 12-foot multi-use path on one side of the corridor, and add a 6-foot sidewalk on the other. Transit enhancements should be included to increase the comfort and safety of transit users. A moderately landscaped median should also be included in the typical section for the corridor to serve as a pedestrian refuge. Potential intersection realignment and improvements are proposed for consideration near South Lake Bradford Road, Orange Avenue, and Paul Dirac Road. The Orange Avenue corridor plan is included as Attachment #2.

Springhill Road

The existing Springhill Road corridor is comprised of a two-lane section from Capital Circle Southwest to Orange Avenue and then transitions to a five-lane section from Orange Avenue to North Lake Bradford Road. Future traffic volumes indicate that the roadway segment from Capital Circle, Southwest to North Lake Bradford Road is expected to operate under capacity by the year 2045. However, the coupling of the existing crash rates and types support the planning for the future widening of the southern segment corridor to four lanes. Stakeholder interviews and public outreach determined that multi-modal improvements for Springhill Road are highly desired, including safe and better connected pedestrian and bicycle facilities such as continuous sidewalks, a multi-use path along the entirety of the corridor, and pedestrian crossings near high traffic areas. The Springhill Road corridor plan is included as Attachment #3.

North Lake Bradford Road

The existing North Lake Bradford Road corridor is comprised of a two-lane section from Orange Avenue to Springhill Road and then transitions to a five-lane section from Springhill Road to Stadium Drive. Future traffic volumes indicate that the roadway segment from Springhill Road to Stadium Drive is expected to operate over capacity by the year 2045. Stakeholder interviews and public outreach determined that safer and more connected pedestrian and bicycle facilities such as continuous sidewalks on the eastern side of the corridor, wider sidewalks, a multi-use path along the entirety of the corridor, and pedestrian crossings near schools and high traffic areas are desired. Recommendations regarding motorists includes the construction of a raised median to improve and control access management from Springhill Road to Gaines Street and narrowing the travel lanes to be consistently 11-feet. Transit improvements, such as enhancements to existing stops and more frequent transit service, were also identified by respondents. The North Lake Bradford Road corridor plan is included as Attachment #4.

South Lake Bradford Road

The existing South Lake Bradford Road corridor is a two-lane Leon County roadway extending from Orange Avenue to Capital Circle Southwest. South Lake Bradford Road at Capital Circle Southwest will be realigned with the Tallahassee International Airport entrance as part of the planned widening of this roadway to six lanes. Future traffic volumes indicate that the roadway segment from Capital Circle Southwest to Orange Avenue is expected to operate under capacity by the year 2045. Public and stakeholder input indicated the desire to maintain the rural atmosphere of the road and recommended considerations for the future design include ribbon curbs, roundabouts, and reduced lane widths. These measures could encourage drivers to travel at slower speeds while maintaining the existing character of the roadway. Public outreach also identified possible multi-modal improvements for South Lake Bradford Road, including the need for safe and more connected pedestrian facilities such as continuous sidewalks, multi-use path along the entirety of the corridor, and pedestrian crossings near high traffic areas. The South Lake Bradford Road corridor plan is included as Attachment #5.

SUMMARY OF PUBLIC ENGAGEMENT

Blueprint public outreach performed during the Airport Gateway substantial amendment process in 2017 and 2018 brought forward community concerns and opportunities within the entire Airport Gateway project area. Over 27 public meetings were held and hundreds of public comments were received. Blueprint provided this information as input into the SATP public engagement process. Building on this public involvement, the scope for the SATP included further public outreach including focused neighborhood and targeted stakeholder meetings and public open houses. Stakeholder interviews began in January 2018 and broader public outreach and engagement continued over 21 months through September 2019. Early on, after the stakeholder meetings were completed, the public outreach was divided into two phases to better address parallel projects occurring within the project area. Phase I of the outreach focused solely on Orange Avenue to gather input to provide to FDOT for their PD&E study, which began fall 2019. The need for citizen and stakeholder input was critical for ensuring that the PD&E addressed all possible impacts per the facilities most desired by the public. Once Orange Avenue outreach and the Orange Avenue Plan were completed, Phase II began, focusing on gathering input for South Lake Bradford Road, North Lake Bradford Road, and Springhill Road. The input gathered will be utilized as a starting point for the preliminary engineering and planning studies. The SATP Public Involvement Summary is included as Attachment #6.

NEXT STEPS

The Orange Avenue Corridor Plan was approved by the CRTPA Board at their April 16, 2019 meeting, and the Springhill Road, North Lake Bradford, and South Lake Bradford corridor plans were approved by the CRTPA Board at their September 16, 2019 meeting. Should the IA Board accept the SATP Final Report, the recommended pedestrian, bicycle, transit, and vehicular improvements identified for each corridor will advance in the planning and design processes through the Airport Gateway and Orange Avenue Widening projects as follows:

Blueprint 2020 Airport Gateway Project

The Airport Gateway Project is intended to create a unique gateway entrance into Downtown, Florida State University, and Florida A&M University from the Tallahassee International Airport. The project map as amended by the IA Board at the March 1, 2018 meeting is included as Attachment #7. The project will result in seven miles of improved roadways, create 12 miles of connected sidewalks, trails, and other multimodal facilities, and a network of two corresponding options for travelers from the Airport to downtown. In 2018, the Airport Gateway Project was estimated to cost \$61,600,000, which includes the FSU contribution of \$3,000,000 for the new roadway.

Consistent with the Airport Gateway implementation plan approved by the IA Board at the June 27, 2019 meeting, Blueprint has scheduled preliminary project efforts for the Airport Gateway to begin at the conclusion of the SATP in order to incorporate its findings into the project planning process. In early 2020, Blueprint will advertise, negotiate and award a contract for the preliminary engineering and planning studies associated with Airport Gateway Project. The first stage of the Airport Gateway Project will consist of preliminary engineering and planning studies and full survey of the entire project area. This will allow Blueprint to analyze in detail the conceptual typical sections previously approved by the IA Board on March 1, 2018, and relevant typical sections as developed through the SATP. Key points of analysis include an assessment of potential right-of-way impacts, environmental and community impacts, traffic impacts and utility impacts. The right of way impacts will be further evaluated to include a review of impacts to neighborhood affordable housing stock. Blueprint will provide an update to the IA Board when these project activities begin in spring 2020.

Blueprint 2020 Orange Avenue Widening Project

The Orange Avenue Widening project is intended to increase vehicular capacity and pedestrian and bicycle access and mobility along Orange Avenue from Adams Street to Springhill Road. The adopted project map and description is included as Attachment #8. Blueprint and the CRTPA continue to coordinate with FDOT regarding its current PD&E Study of Orange Avenue from Monroe Street to Capital Circle Southwest. Following approval by the CRTPA Board in April 2019, the Orange Avenue Corridor Report was conveyed to FDOT to inform local preferences for future improvements to this roadway. The PD&E is expected to conclude in late 2020/early 2021.

Action by the CAC and TCC: This item was presented to the TCC at their December 2, 2019 meeting as part of their Consent agenda and the TCC voted to recommend the IA Board approve Option #1. This item was presented to the CAC at their December 5, 2019 meeting as part of the Consent agenda and the CAC voted to recommend the IA Board approve Option #1.

OPTIONS:

- Option 1: Accept the Southwest Area Transportation Plan Final Report.
- Option 2: Do not accept the Southwest Area Transportation Plan Final Report.
- Option 3: IA Board Direction.

RECOMMENDED ACTION:

- Option 1: Accept the Southwest Area Transportation Plan Final Report.

Attachments:

1. Southwest Area Transportation Plan Executive Summary
2. Orange Avenue Corridor Plan (*Digital File Link*)
3. Springhill Road Corridor Plan (*Digital File Link*)
4. North Lake Bradford Road Corridor Plan (*Digital File Link*)
5. South Lake Bradford Road Corridor Plan (*Digital File Link*)
6. Southwest Area Transportation Plan Public Involvement Summary (*Digital File Link*)
7. Blueprint 2020 Airport Gateway Project Map
8. Blueprint 2020 Orange Avenue Widening Project Map





Southwest Area

TRANSPORTATION PLAN

Executive Summary

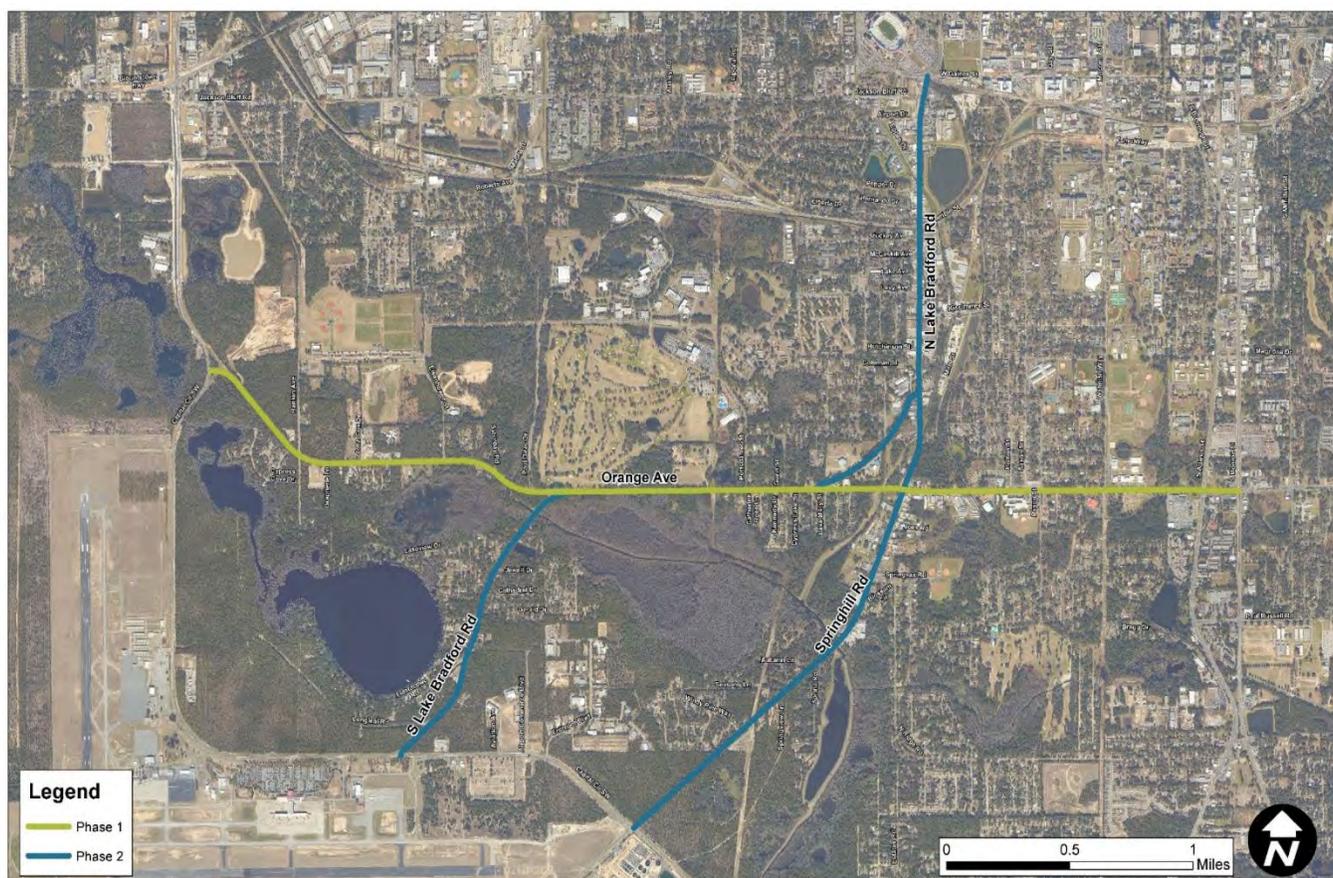
NOVEMBER 2019

Project Overview

The purpose of the Plan is to identify transportation improvements for the Southwest Area Transportation corridors, which includes Orange Avenue, South Lake Bradford Road, North Lake Bradford Road, and Springhill Road. The Southwest Area Transportation Plan is a project being led by the Capital Region Transportation Planning Agency (CRTPA) and Blueprint Intergovernmental Agency (Blueprint). The improvement opportunities identified include operational and multimodal improvements, and future transportation enhancements. The recommendations from the Southwest Area Transportation Plan will be a starting point for the development of the Blueprint 2020 Airport Gateway Project and will inform the identification of multimodal improvements included in the Blueprint 2020 Orange Avenue Widening project as well as the Florida Department of Transportation’s (FDOT) Orange Avenue Project Development and Environment (PD&E) study which began in late 2018.

The Southwest Area Transportation Plan is broken into two phases. Phase 1 focused on Orange Avenue, to align with FDOT’s PD&E, and Phase 2 focused on North Lake Bradford Road, South Lake Bradford Road, and Springhill Road. **Figure 1** shows the Southwest Area Transportation Plan corridors and the phased approach to public outreach and plan development. Each corridor included in the Southwest Area Transportation Plan has a corridor plan outlining existing conditions and recommendations specific to that corridor.

Figure 1. Southwest Area Transportation Plan Corridors and Phases



Project Goals

The objective for the Southwest Area Transportation Plan is to create a holistic, multimodal transportation vision for the area that is consistent with the 2040 Regional Mobility Plan, FDOT plans, Blueprint 2020 sales tax extension projects, and the Tallahassee-Leon County Comprehensive Plan. The corridor plans also reflect input from local land owners, residents, business owners, and public officials regarding the guiding elements for future development of the transportation network in the area. Transportation is a fundamental part of daily life. This transportation vision affects everyone in many ways and plays a critical role in shaping a region's physical and social infrastructure. Reliable access to efficient and safe modes of transportation is critical in the development of livable communities and goes a long way toward improving the region's economic equity, environmental footprint, and overall quality of life. Below is an outline of the Goals of this plan.

Goals

1. Balanced Transportation System and Safety.
2. Compatibility with Local Planning Efforts.
3. Increased Multi-modal Connectivity to Support Current and Future Development.
4. Improved Community Cohesion and Connectivity.
5. Improved Economic Opportunities.

Summary of Recommended Opportunities

Through a combination of data collection, traffic analyses, and stakeholder and public outreach as part of the Southwest Area Transportation Plan, a set of preferred opportunities for the Southwest Area Transportation Plan corridors were developed for consideration and inclusion in CRTPA's short-term and long-term planning efforts, FDOT's Orange Avenue PD&E, Blueprint's Airport Gateway Project, and FDOT's upcoming 3R (resurfacing, reconstruction and rehabilitation) project. The following recommendations consider the traffic analysis of current and projected traffic capacity, summarized in **Table 1**.

Table 1: Segment Analysis by Corridor

Corridor	Traffic Analysis
Orange Avenue	<ul style="list-style-type: none"> • CCSW to South Lake Bradford Road – May exceed capacity by 2045 • South Lake Bradford Road to Springhill Road – May exceed capacity by 2040 • Springhill Road to Wahnish Way – currently exceeding capacity
South Lake Bradford Road	<ul style="list-style-type: none"> • Will not exceed capacity by 2045
North Lake Bradford Road	<ul style="list-style-type: none"> • Will exceed capacity by 2045 north of Springhill Road
Springhill Road	<ul style="list-style-type: none"> • Will not exceed capacity by 2045

Orange Avenue

The improvements along Orange Avenue include the need for safe and more connected pedestrian facilities such as continuous sidewalks, a multi-use path along the entirety of the corridor, and pedestrian crossings near high traffic areas. Public and stakeholder input also indicated the desire for better bicycle facilities and transit amenities to accommodate the variety of user types often seen along Orange Avenue. Future traffic volumes indicate that the roadway segment from South Lake Bradford Road to South Monroe Street is expected to operate over capacity by the year 2040 and the entire corridor is expected to be over capacity by the year 2045. The crash rates over the last five years show rates that are above the statewide average for similar facilities and majority of crash types are rear-end crashes which are indicative of congestion. The coupling of the existing crash rates and types and the projected future capacity constraint supports the opportunity for widening the corridor to four lanes. **Figure 2 and 3** show the opportunities for Orange Avenue from Capital Circle, Southwest to Monroe Street.

Figure 2: Rural Typical Section of Orange Avenue



Figure 3: Suburban Typical Section of Orange Avenue



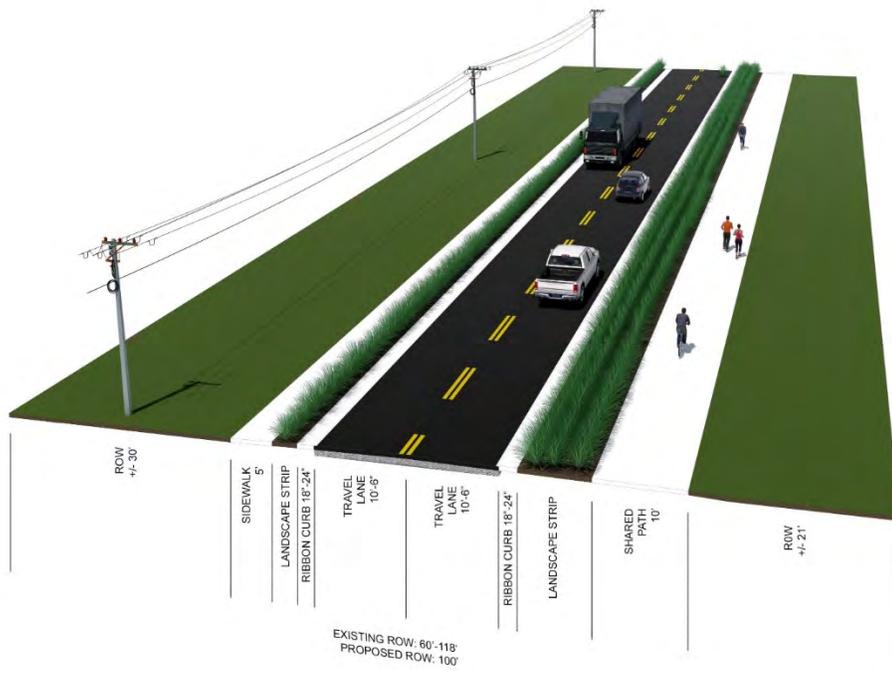
South Lake Bradford Road

Public and stakeholder input indicated the desire to maintain the rural character of the road and recommended opportunities in this corridor plan are consistent with a rural corridor. Ribbon curbs, roundabouts, and reduced lane widths are suggested to address the community’s request as well as accommodate different user types to maintain the rural residential character, discourage non-local traffic, and slow through traffic speeds. Future traffic volumes indicate that the roadway segment from Capital Circle, Southwest to Orange Avenue is expected to operate under the two-lane capacity by the year 2045. **Figure 4** shows an example of a roundabout that may be constructed to slow travel speeds along South Lake Bradford Road. **Figure 5** shows the opportunity for ribbon curb and multimodal facilities along the corridor.

Figure 4: Example Roundabout Location



Figure 5: South Lake Bradford Typical Section



North Lake Bradford Road

Through extensive public outreach and stakeholder input, a variety of possible multi-modal improvements were identified for North Lake Bradford Road. The improvements include the need for safer and more connected pedestrian facilities such as continuous sidewalks on the eastern side of the corridor, wider sidewalks, a multi-use path along the entirety of the corridor, and pedestrian crossings near schools and high traffic areas. Public and stakeholder input also indicated the desire for better bicycle facilities and transit amenities to accommodate the variety of user types often seen along North Lake Bradford Road. Future traffic volumes indicate that the roadway segment from Springhill Road to Gaines Street is expected to operate over capacity by the year 2045. The crash rates over the last five years show rates that are above the statewide average for similar facilities. Majority of crash types are rear end crashes, which can often be indicative of congestion and poor access management. The access density along the corridor is well above the spacing requirements for this type of roadway. The coupling of the existing crash rates, the high access density, and the projected future capacity constraint supports the need for improvements. **Figure 6 and 7** show the opportunities for the two segments of North Lake Bradford Road.

With the Airport Gateway Project set to begin design in late 2020, it is recommended that specific improvements be determined through survey, design, and additional analyses during those efforts. It is also recommended that improvements outside of the curb and gutter be considered through these analyses as well. Location for medians and access management may be addressed during FDOT's 3R project where they are conducting an access management study. These two projects will better determine the location and types of improved facilities for North Lake Bradford Road.

Figure 6: North Lake Bradford Road from Orange Avenue to Springhill Road Typical Section

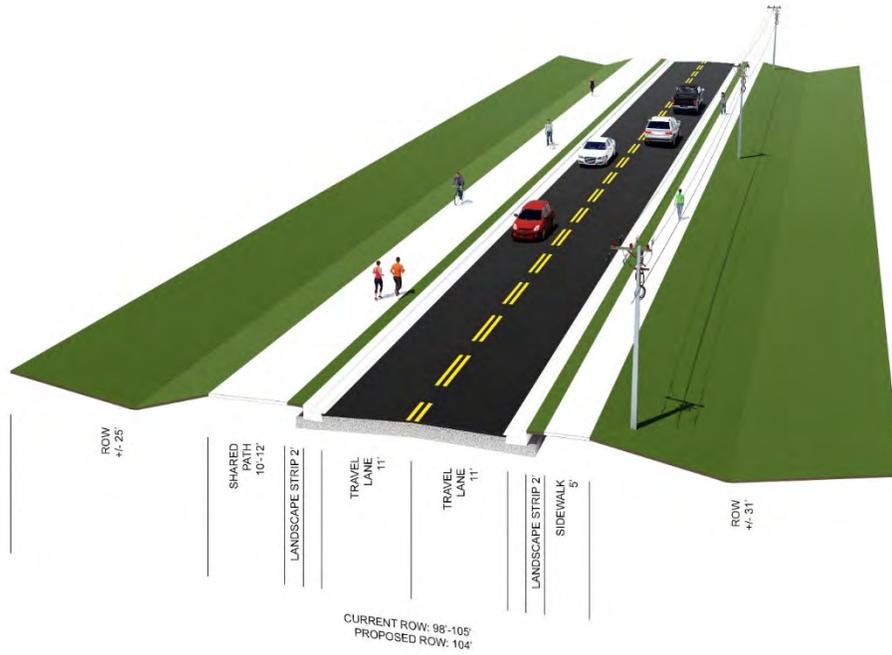


Figure 7: North Lake Bradford Road from Springhill Road to Gaines Street Typical Section



Springhill Road

Through extensive public outreach and stakeholder input, a variety of possible multi-modal improvements for Springhill Road have been identified and are recommended. The improvements include the need for safe and more connected pedestrian facilities such as continuous sidewalks, a multi-use path along the entirety of the corridor, and pedestrian crossings near high traffic areas. Public and stakeholder input, as well as the desire for multi-use paths along the corridor, indicated the need for better pedestrian and bicycle facilities to accommodate the variety of user types often seen along Springhill Road. Future traffic volumes indicate that the roadway segment from Capital Circle, Southwest to North Lake Bradford Road is expected to operate under capacity by the year 2045. The crash rates over the last five years show rates that are above the statewide average for similar facilities and majority of crash types are rear-end crashes which crashes are indicative of distracted driving and trailing cars too close. The coupling of the existing crash rates and types support the planning for the future widening of the southern segment corridor to four lanes.

The recommended opportunities identified are based on both preliminary analyses along with public and stakeholder input. With the Airport Gateway Project set to begin design in late 2019, including a design survey for the corridors, it is recommended that specific improvements be refined through survey, design, and additional analyses. It is recommended that these opportunities be considered for implementation by Blueprint, and that the location of pedestrian crosswalks, landscaping, and a multi-use path be refined through the Airport Gateway Project's implementation. **Figure 8** shows the preferred alternative which was presented during the Airport Gateway amendment process. **Figures 9 and 10** show the opportunities for Springhill Road developed during this planning process.

Figure 8: Airport Gateway Amendment Rendering

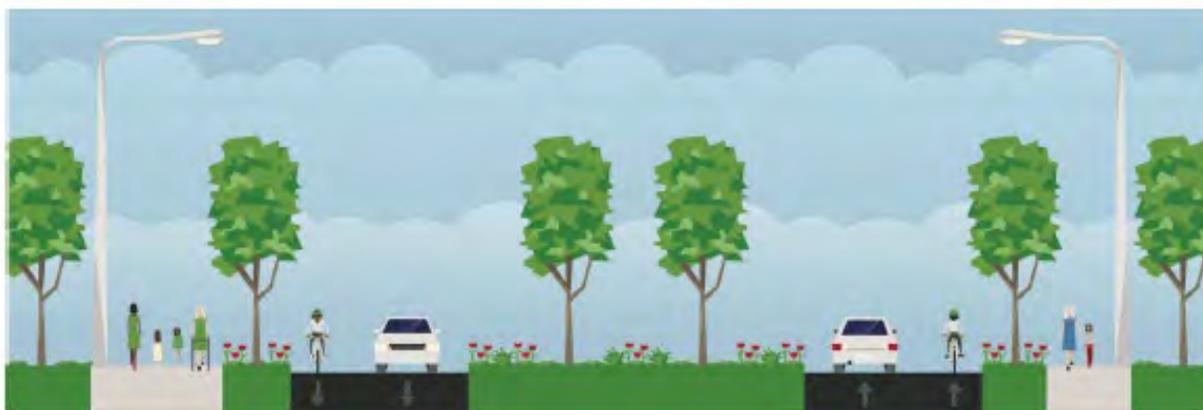


Figure 9: Springhill Road from CCSW to Orange Avenue Typical Section

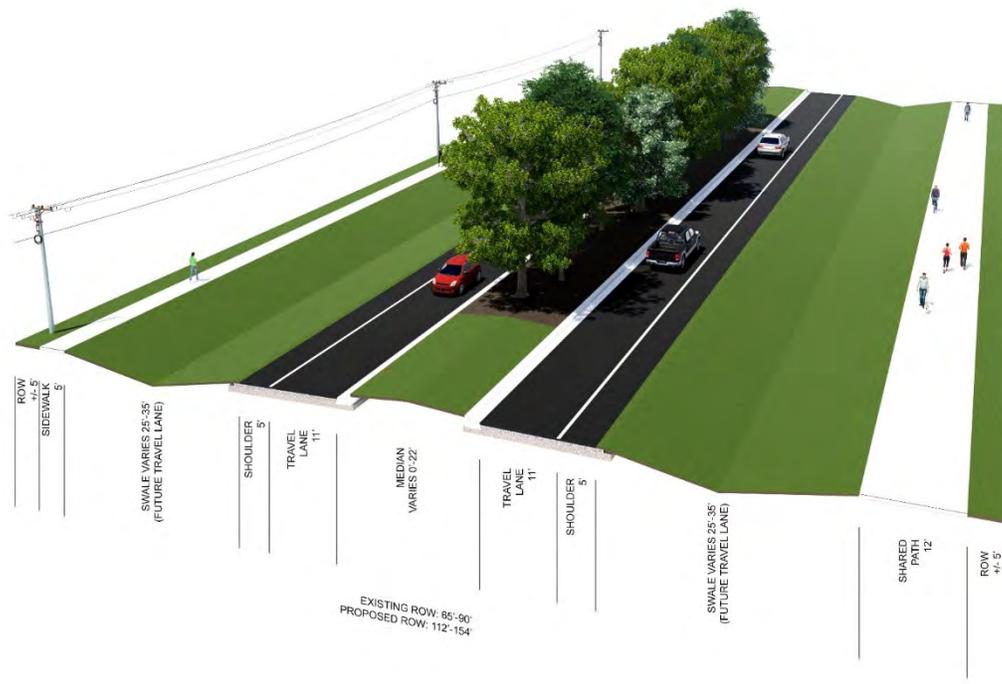


Figure 10: Springhill Road from Orange Avenue to North Lake Bradford Road Typical Section



Traffic Analysis

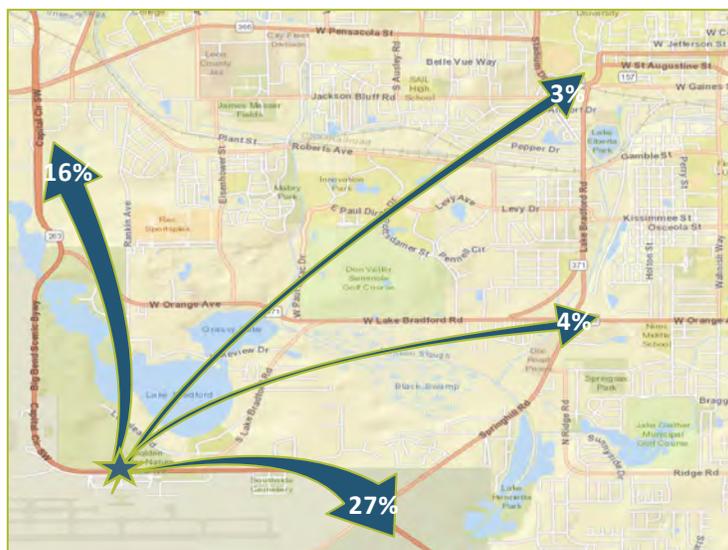
Traffic data was collected and analyzed throughout the Southwest Area Transportation Plan study area. Traffic analyses were used to develop options and inform corridor plan development. The analyses focused on travel trends to and from the Tallahassee International Airport to the northern terminus of North Lake Bradford Road. The following section describe the existing traffic trends along with the existing and future traffic operational and segment analyses.

Existing Traffic Trends Analysis

Origin-destination (O-D) data was collected from 11/2/2017 to 11/14/2017 using Bluetooth technology. Bluetooth data was collected anonymously by device media access control (MAC) addresses as they passed into or through the signal range of Bluetooth collection units placed strategically in and around the southwest area of Tallahassee. Records are not otherwise associated with the owner of the vehicle or device detected by the collection units. Data was collected specifically for analyses of travel patterns in the area. The data identifies trends and travel patterns rather than a quantifiable volume of trips.

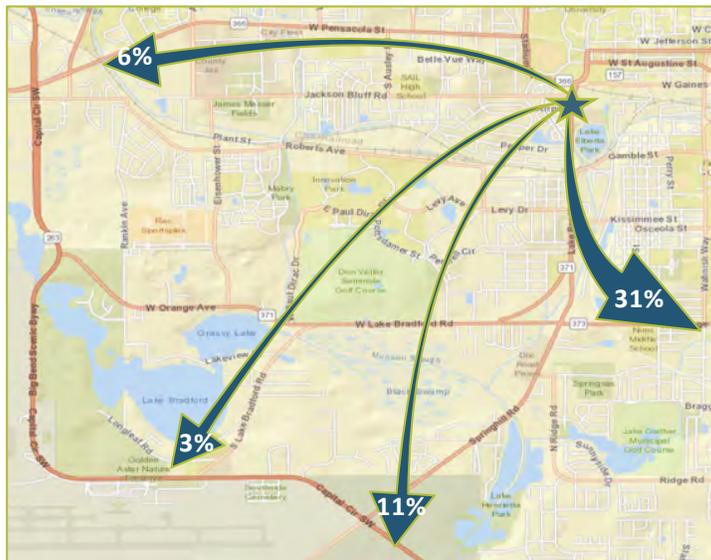
The overall traffic patterns of trips originating in the south end of the study area at the airport are shown in **Figure 11**. Traffic trends indicate that 25% of the trips that reach the northern point of North Lake Bradford Road use South Lake Bradford Road and 75% use Springhill Road.

Figure 11: Traffic Patterns Originating from South of Corridor



The percentage of traffic that originates at the northern portion of this study area primarily utilizes two separate routes to reach the airport (shown as 3% on **Figure 12**). Fifty percent (50%) of the 3% trips that travel to the airport, travel south on Springhill Road to Capital Circle, Southwest and 50% use South Lake Bradford Road.

Figure 12: Traffic Patterns Originating from North of Corridor

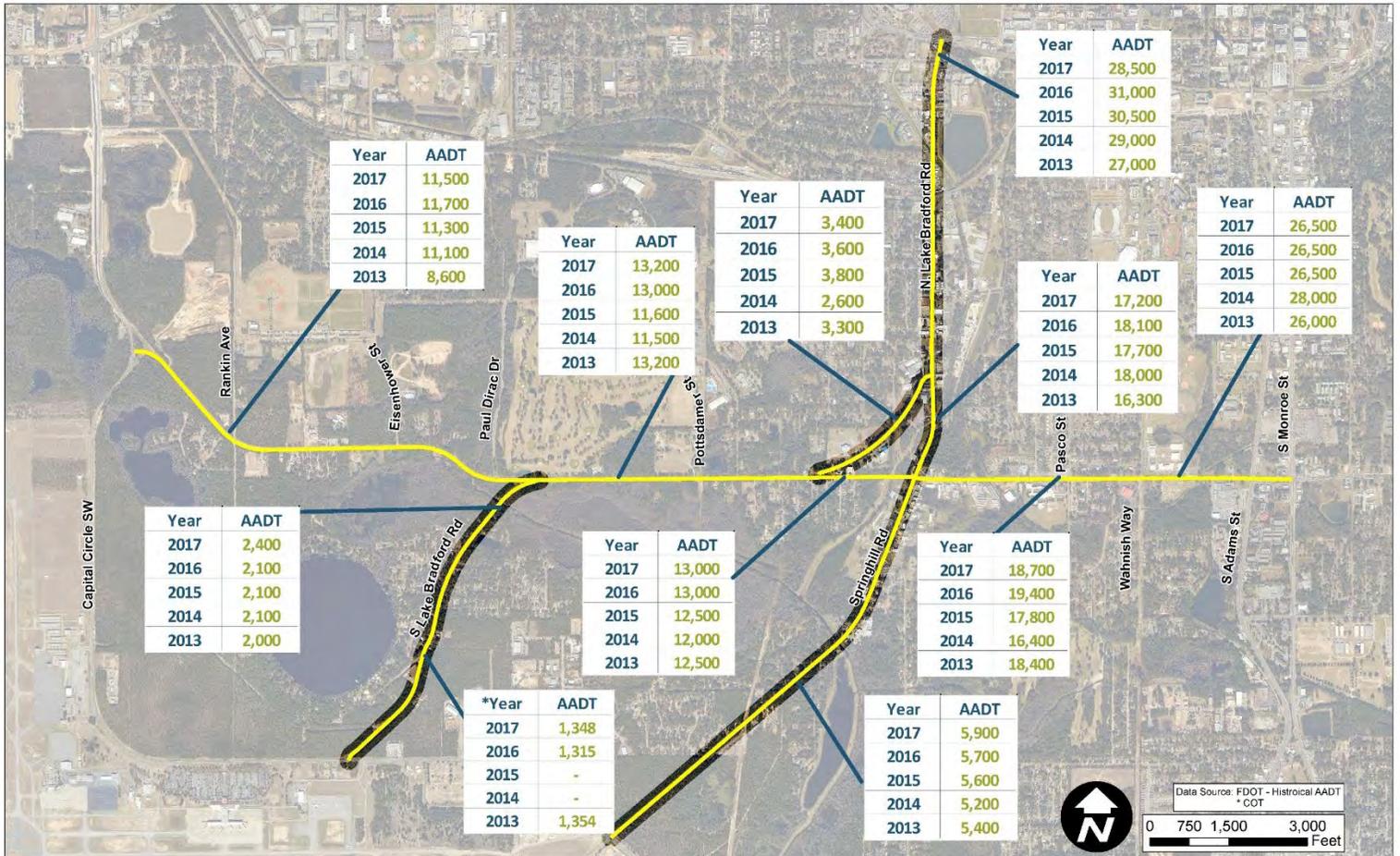


Capacity Analysis

Historical Traffic Volumes and Trends

Annual Average Daily Traffic (AADT) volumes along the corridors were obtained from FDOT’s online traffic website. The last five years of data were used to determine the annual growth of the traffic. Annual growth rates were calculated for multiple count stations along the corridors. An annual growth rate of 1% was chosen to provide an overall conservative approach and applied to the 2017 volumes to project to the 2045 horizon year. **Figure 13** shows the historical traffic volumes throughout the Southwest Area Transportation Plan study area.

Figure 13. Historical AADT Traffic Data



Existing Conditions

Existing Land Uses

The existing land uses surrounding the four corridors of the Southwest Area Transportation Plan vary between areas, though much of the area is single family detached housing and mobile homes. A significant amount of vacant properties can also be found along these corridors along with some retail and warehouse parcels. The corridor is also surrounded by areas that would support the need for multimodal facilities and improved transportation options including Innovation Park, Florida A&M University, and the nearby schools.

Demographics

The demographics in the project area differ from overall Tallahassee demographics. The corridors included in the Southwest Area Transportation Plan have a higher percentage of residents below the poverty line compared to all Tallahassee residents, as well as lower median household income. These demographics support the need for better connectivity to the overall transportation system and safer multimodal options for a variety of user types in the area.

There are also multiple established neighborhoods along the Southwest Area Transportation Plan corridors, including Providence, Callen, and Bond, and the Neighborhood Associations in this area are very active and engaged. When selecting transportation opportunities, consideration should be given to how the recommendation will impact connectivity and cohesiveness among these neighborhoods and the larger Tallahassee area.

Environmental Analysis

Cultural

Throughout the entire Southwest Area Transportation Plan corridors, there are State Historic Preservation Office (SHPO) structures present. Though many of these structures exist along the corridor, most of them are not eligible for listing in the National Register of Historic Places (NRHP).

An abundance of recreational areas is also located along the project corridors. Parks including the Seminole Golf Course, Lake Henriette Park, Jack Gaither Community Center, FSU Reservation, Springsax Park, and other local recreation areas are located adjacent to the corridors. Schools, including Pineview Elementary, Bond Elementary, Nims Middle School, FAMU DRS, and FSU/FAMU sites are in close proximity to the project area. In selecting opportunities to move forward, consideration should be given to the impacts of any potential connections of residential, community centers, recreational, and educational facilities.

Natural

There are a significant number of wetlands south of the Orange Avenue corridor as well as near Springhill Road. Wetlands are also present further north along North Lake Bradford Road and surrounding South Lake Bradford. Stormwater treatment associated with any transportation improvements in the study area should be designed to maintain the natural predevelopment hydroperiod and water quality, as well as to protect the natural functions of adjacent wetlands.

Stakeholder and Public Input

Public involvement was a critical component of the development of the Southwest Area Transportation Plan. From individual stakeholder meetings to neighborhood association meetings, and public meetings with dozens of attendees, a variety of techniques were used to engage the public and collect valuable input. Early on, after the stakeholder meetings were completed, the public outreach was divided into two phases to better address parallel projects occurring within the project area. Phase I of the outreach focused solely on Orange Avenue to gather input to provide to Florida Department of Transportation (FDOT) for their Project Development and Environment (PD&E) study, which began Fall 2019. The need for citizen and stakeholder input was critical for ensuring that the PD&E addressed all possible impacts per the facilities most desired by the public. Once Orange Avenue outreach and the Orange Avenue Plan Corridor Plan were completed, Phase II began, focusing on gathering input for South Lake Bradford Road, North Lake Bradford Road, and Springhill Road. These three corridors are a part of Blueprint's Airport Gateway Project and the input gathered during the Southwest Area Transportation Plan will be utilized by Blueprint to further refine concepts during the completion of the Airport Gateway Project.

Through the many meetings that were conducted during the development of the Southwest Area Transportation Plan, extensive feedback was collected regarding safety concerns, suggestions for better multimodal facilities and connections, and general comments on transportation needs in the area. Below is a summary of the types of outreach conducted for the Southwest Area Transportation Plan and some of the input collected.

- Technical Team Meetings
 - Staff from CRTPA, Blueprint, City of Tallahassee, Leon County, FDOT
- Stakeholder Meetings
 - Leon County School Board (1/10/2018)
 - Florida State University (1/17/2018)
 - Innovation Park (1/17/2018)
 - Greater Tallahassee Chamber of Commerce (1/18/2018)
 - Big Bend Homeless Coalition (1/22/2018)
 - Tallahassee Museum (1/23/2018)
 - U.S. Forest Service (1/23/2018)
 - Southside CRA Advisory Board (1/24/2018)
 - Big Bend Minority Chamber of Commerce (1/25/2018)
 - Pineview Elementary School (1/30/2018)
 - Florida A&M University (1/31/2018)
 - Capital City Chamber of Commerce (2/1/2018)
 - Joint City County Bike Work Group (2/1/2018)
 - R. Frank Nims Middle School (3/22/2018)
- Neighborhood Association Meetings
 - Callen Neighborhood Association (1/10/19)
 - Jake Gaither Neighborhood Association (11/15/18)
 - College Terrace Neighborhood Association (8/30/18)
 - Liberty Park Neighborhood Association (7/19/18)

- Providence Neighborhood Association (8/20/18)
- Lake Bradford Estates Neighborhood Association (2/21/19 and 6/3/19)
- District Forums
 - Four district forums throughout the planning study
- Open House
 - Final meeting for all four corridors

The input that was received through the different engagement opportunities included:

- Connection between the Tallahassee-St. Marks Historical Railroad State Trail and Orange Avenue
- Transportation amenities such as lighting, transit facilities, and placemaking
- Improve Springhill Road by increasing it to four lanes and adding sidewalks
- Maintain rural feel and slow speeds on South Lake Bradford Road
- Upgraded pedestrian and bicycle access to North Lake Bradford Road
- Safety concerns related to increased traffic, especially with regard to children
- Provide landscaping



Figure 14 shows a map summarizing the many pieces of information gathered during the public engagement activities.

Figure 14: Public Engagement Input



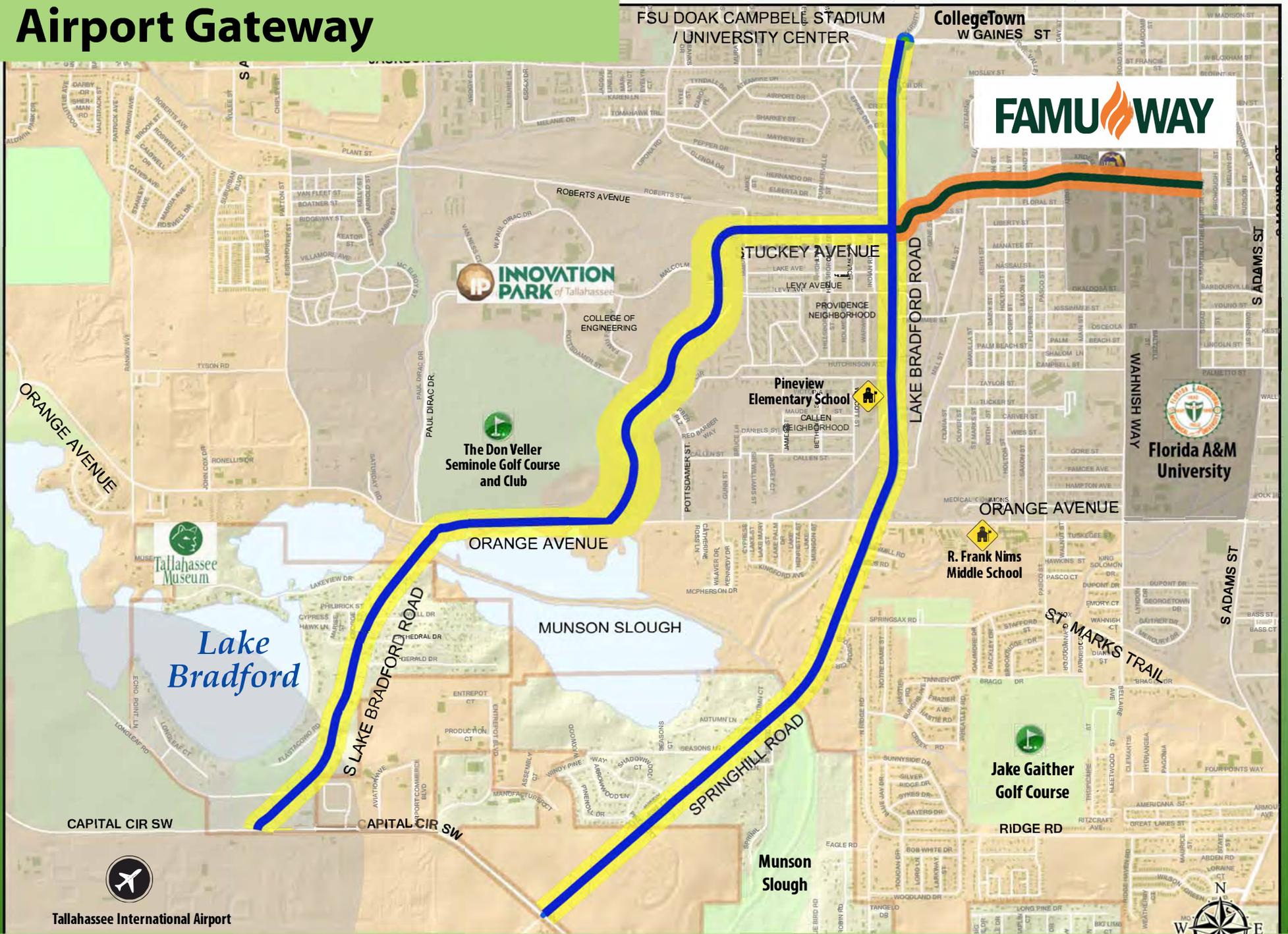
Next Steps

Through the extensive public outreach and stakeholder input, a variety of opportunities were identified for the corridors in the Southwest Area Transportation Plan. Each of the corridors have succeeding steps to further refine the preferred opportunities including FDOT's PD&E for Orange Avenue, FDOT's access management Study for North Lake Bradford Road, and Blueprint's Airport Gateway and Orange Avenue Widening Projects. Through these next steps, the corridors included in the Southwest Area Transportation Plan will have new connectivity and multimodal opportunities along with placemaking and beautification that serves the transportation network.

Item 5, Attachments 2-6
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Airport Gateway



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**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #6
December 12, 2019**

Title: Acceptance of the Status Report on the Procurement Process for Strategic Communications and Marketing and Graphics Continuing Services Contracts

Category: Consent

Intergovernmental Management Committee: Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Cristina Paredes, Director, Office of Economic Vitality
Susan Emmanuel, Public Information Officer

STATEMENT OF ISSUE:

At its June 27, 2019 meeting, the Blueprint Intergovernmental Agency Board of Directors (IA Board) directed staff to proceed with advertising two contracts: 1) Marketing and Graphics Services and 2) Strategic Communication Services, and to bring back to the IA Board an update on the selection process prior to an award. This agenda item seeks acceptance of a status report on the advertisement process and anticipated award of two contracts for these services. The procurement process is consistent with the Blueprint Procurement Policy and City Purchasing Manual. Upon Intergovernmental Management Committee approval, the contracts will be fully executed with services anticipated to begin on January 2, 2020.

FISCAL IMPACT:

This item has fiscal impact. Blueprint Infrastructure and the Office of Economic Vitality (OEV) have each allocated funding in their respective FY 2020 budgets for both contracts. The Marketing and Graphics contract will be in the amount of \$40,000 per year, for three years with the option to renew for two, one-year terms. The total value of the contract, should the extensions be activated, is \$200,000 for five years. The Strategic Communications contract will be in the amount of \$20,000 per year, for three years, with the option to renew for two, one-year terms. The total value of the contract, should the renewals be activated, is \$100,000 for five years.

RECOMMENDED ACTION:

Option 1: Accept the status report on the procurement process for Marketing and Graphics and Strategic Communications continuing services contracts.

SUPPLEMENTAL INFORMATION:

Pursuant to Blueprint Procurement Policy Section 101.07(5), the Agency has the ability to enter into contracts with vendors under active City and County Continuing Services Agreements for professional services. Currently, Blueprint has an agreement with VancoreJones Communications, Inc., under Leon County Contract #4124, to provide continuing services, including public relations, strategic communication, and marketing and graphics services. The current agreement expires December 31, 2019. The procurement of the subject services was developed using the continuing services contract model as it provides the needed flexibility to respond quickly to the changing needs of the Agency, to limit the amount of funds spent each year, and to continue to improve service efficiencies and outcomes. The services sought span both Blueprint and the Office of Economic Vitality and will provide long-range communications strategies, targeted marketing strategies, and graphic design services.

ANALYSIS:

Requests for Proposals (RFPs) to procure Marketing and Graphics and Strategic Communications services were issued on July 22, 2019 via the City of Tallahassee (Attachment #1). Pre Bid Meetings were held on July 30, 2019. Two proposals were received in response to the Marketing and Graphics RFP and two proposals were received in response the Strategic Communications RFP (Attachment #2).

Marketing and Graphics

Two proposals were received in response to the Marketing and Graphics RFP (Attachment #2). The Marketing and Graphics scoring committee met initially on October 30, 2019 and reconvened on November 25, 2019. At that time, the Zimmerman Agency received the highest score, met the MWBE goal of 12.5%, and is the top ranked firm. The contract will reflect terms of \$40,000 for three years, with an option for two, one-year renewals, for a total (potential) value of \$200,000 if the contract is held for the entire five-year period. In accordance with Blueprint Procurement Policy section 101.07(3), the IMC may award this contract.

Strategic Communications

In compliance with Blueprint Procurement Policy and the City Purchasing Manual, the Strategic Communications scoring committee, comprised of Blueprint, OEV, and City staff, met on November 1, 2019. At that time, Vision First Advisors received the highest score, did not meet the MWBE goal of 12.5%, and is the top-ranked firm. In providing Strategic Communications services, the selected firm will work with the Agency on key message development, development of media and community-oriented materials and provide strategic communications counsel. Strategic Communications services increases the capacity of the Agency to engage in purposeful communication. The strength of retaining this service is its emphasis on strategy rather than on specific tactics as well as its focus on communications understood holistically. The Strategic Communications contract will be in the amount of \$20,000 per year, for three years, with the

option to renew for two, one-year terms. The total value of the contract, should the renewals be activated, is \$100,000 for five years.

Blueprint Procurement Policy section 101.07(3) provides that the Intergovernmental Management Committee (IMC) may award contracts up to \$250,000 and for any amount in the approved Capital Budget. This contract will be negotiated at the amount included in the approved budget and lower than the \$250,000 threshold. The contract is in development and will reflect terms of \$20,000 per year for three years, with an option for two, one-year renewals, for a total (potential) value of \$100,000 if the contract is held for the entire five-year period. The IMC may award the contract in compliance with Blueprint Procurement Policy.

This item is in response to the IA Board request to bring back to the IA Board an update on the selection process prior to an award. Blueprint Procurement Policy section 101.06(C) provides that the IMC is responsible for the “overall administration of procurement activities for the Blueprint Intergovernmental Agency projects and the OEV programs.” Section 101.06(B) provides, in part, that the IA Board may “[p]rovide overall policy direction related to procurement activities.” The IA Board may provide policy direction to the IMC concerning the award of these contracts. This may be achieved through Option #3 of this agenda item.

SUMMARY OF PUBLIC ENGAGEMENT

Not applicable for this agenda item.

Action by the TCC and CAC: This item was not presented to the TCC or the CAC.

OPTIONS:

- Option 1: Accept the status report on the procurement process for Marketing and Graphics and Strategic Communications continuing services contracts.
- Option 2: Do not accept the status report on the procurement process for Marketing and Graphics Services and Strategic Communications continuing services contracts.
- Option 3: Provide policy direction to the Intergovernmental Management Committee concerning the award of the Marketing and Graphics and Strategic Communications continuing services contracts.
- Option 4: IA Board Direction.

RECOMMENDED ACTION:

- Option 1: Accept the status report on the procurement process for Marketing and Graphics Services and Strategic Communications continuing services contracts.

Attachments:

1. Requests for Proposals
2. Proposals Received

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REQUEST FOR PROPOSALS

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SECTION 1.0 NOTICES / INSTRUCTIONS TO RESPONDENTS

1.1 INTRODUCTION

- a. Blueprint 2000 (BP2000) invites prospective Respondents to submit proposals to provide the items or services specified in this solicitation.
- b. "Proposal", as used in this solicitation, means an offer submitted by a prospective Respondent in response to this solicitation that, if accepted by BP2000, would bind the Respondent to perform the resulting contract.

1.2 PERSONNEL TO CONTACT ON THIS SOLICITATION

1.2.1 EXPLANATIONS/INTERPRETATIONS

Any questions related to this solicitation, must be received in writing by BP2000 by the date and time specified in the schedule of events, please utilize the question / answer feature provided by BidSync at www.bidsync.com. Material changes, if any, to the scope of services or bidding procedures will only be transmitted by written addendum.

The specific Agent / Solicitation Contact information for this solicitation is provided in BidSync. Oral explanations or instructions will not be binding. Any information given to a Respondent, which, in the opinion of the Procurement Services Office, affects all Respondents or would be prejudicial to other Respondents if not communicated, shall be furnished to all other Respondents as an addendum to the solicitation.

1.2.2 SPECIAL ACCOMMODATIONS FOR MEETINGS

Persons with disabilities requiring reasonable accommodations to attend any scheduled meetings please contact the Purchasing Agent at least forty-eight (48) hours in advance, excluding Saturday, Sunday, and City/BP2000 observed holidays.

For speech and hearing impaired: FRS TDD at 711

1.3 SUBMITTAL RESPONSE REQUIREMENTS

BP2000 uses BidSync (www.bidsync.com) to administer the competitive solicitation process, including but not limited to soliciting proposals, issuing addenda, posting results and issuing notification of an intended decision. There is no charge to register and download the RFP from BidSync. Respondents are strongly encouraged to read the various vendor Guides and Tutorials available in BidSync well in advance of their intention of submitting a proposal to ensure familiarity with the use of BidSync. BP2000 shall not be responsible for a Respondents inability to submit a Proposal by the end date and time for any reason, including issues arising from the use of BidSync.

When submitting a response (proposal, quote or bid) electronically through BidSync, it is the sole responsibility of the supplier to ensure that the response is received by BidSync prior to the closing date and time. Each of the following steps in BidSync MUST be completed in order to place an offer:

1. Login to <https://www.bidsync.com>
2. Locate the solicitation to which you are responding:
 - Click the "Search" tab on the top left of the page;
 - Enter keyword for solicitation number and click "Search"
3. Click on the "Solicitation title/description" to open the solicitation Information Page;
4. "View and Accept" documents¹⁴⁵ in the documents section and complete all as

- required;
5. Select “Place Offer” found at the bottom of the page;
 6. On the Line Item tab, enter pricing, notes and attachments as specified in the statement of work;
 7. Click “Submit” at the bottom of the page;
 8. Review offer; and
 9. Enter your password and click “Confirm”.

Note that the final step in submitting a response involves the supplier’s acknowledgement that the information and documents entered into the BidSync system are accurate and represent the supplier’s actual proposal, quote or bid. This acknowledgement is registered in BidSync when the supplier clicks “Confirm”. Bidsync will post a notice that the offer has been received. This notice from BidSync MUST be recorded prior to the closing date and time or the response will be considered late and will not be accepted.

1.3.1 **BIDSYNC LINE ITEM 1 – COST/FEE PROPOSAL**

The fee shall include all travel, equipment, and any other related expenses. Respondents shall submit their Fee Proposal based on proposal instructions.

1.3.2 **BIDSYNC LINE ITEM 2 – TECHNICAL PROPOSAL**

Technical Proposal shall be uploaded as Line Item 2. The response to this RFP should include all information required. Please note that the proposal should address the requirements listed in a clear and concise manner in the order stated. The response shall clearly detail how the services that you are proposing can best satisfy BP2000 needs.

The submitted proposal must follow the rules and format described in the Statement of Work. Adherence to these rules will ensure a fair and objective analysis of all proposals. Unnecessarily lengthy documents are discouraged. Proposers shall clearly label each section.

BP2000 reserves the right to seek additional/supplemental representation on specific issues as needed.

1.4 **MINORITY BUSINESS PARTICIPATION**

MWBE participation shall be a selection criterion in the RFP evaluation /scoring process.

- 1.4.1 It is the goal of this Project to have a minimum 12.5% MWBE participation. The Consultant shall include an MWBE Participation Plan within the RFP response. Key elements of the plan will include:
 - 1.4.2 An explanation / narrative of how the goal of 12.5% MWSBE participation shall be met for this contract.
 - 1.4.3 List of the locally certified MWBE firms that will be utilized on this contract including the services they are to provide.
 - 1.4.4 The methodology for monitoring the MWSBE participation on a continuing basis.
 - 1.4.5 If no suitable MWSBE participation can be found, the Respondent must demonstrate a Good Faith Effort was made to identify a suitable MWSBE and Attachment D will need to be included in the RFP Response.

1.4.6 **Good Faith**

Failure to submit the MWSBE Plan and/or Good Faith documentation shall result in the proposal being deemed as non-responsive to the MWSBE portion of the

proposal specifications. If MWSBE participation is not available or will not be used for this contract, it must be documented and justified on the Good Faith Effort form.

- 1.4.7 **As part of the RFP Evaluation process, a total of 10 points may be awarded for -MWBE participation: 5 points for the MWBE plan and 5 points for utilizing a certified MWBE firm(s).** The Tallahassee-Leon County Office of Economic Vitality MWBE Division will evaluate the plans. Failure to submit a plan will result in the submission not receiving the 5 points toward the evaluation score.

Attachment B must be submitted for each MWBE firm proposed, as supporting documentation to the MWBE Certification. NOTE: When submitting the MWBE Utilization Form, ensure all proposed MWBE vendors are certified through the City of Tallahassee or Leon County and are located in the "Local Market Area" of Leon, Wakulla, Gadsden or Jefferson counties. No other certification is acceptable.

An MWBE vendor **will not be considered** in the MWBE goal of 12.5% if that vendor is not certified by the City of Tallahassee-Leon County or the Tallahassee-Leon County Office of Economic Vitality MWBE division at the time of receipt of the Qualification Statement.

MWBE directories available from following sites:

- The Tallahassee-Leon County Office of Economic Vitality MWBE Division website at: <https://oevforbusiness.mwsbe.com/default.aspp>

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NOTE: Information found at these websites may not be up-to-date.

- 1.4.8 Should you have any MWBE related questions, please contact LaTanya Raffington, at the Tallahassee-Leon County Office of Economic Vitality MWSBE Division (850) 300-7566.

All MBE information forms must be placed in the appropriate tab (Tab 8) when submitting. This allows for the OEV Office to locate quickly for evaluation and assignment of points.

1.5 **LOCAL PREFERENCE**

a. Local vendors/businesses may qualify for 5 Points, dependent on the aggregate amount of the quote. To qualify, the vendor must maintain a permanent place of business with full-time employees within Leon, Wakulla, Gadsden or Jefferson County, Florida, for a minimum of six (6) months prior to the schedule bid/proposal due date. Vendor must complete bid the Local Vendor Affidavit Form within BidSync.

b. Preferences shall not apply to bids for purchases or contracts which are funded, in whole or in part, by a Federal governmental entity and the laws, regulations, or policies governing such funding prohibit application of this preference.

1.6 **CONTRACT AWARD**

- 1.6.1 BP2000 reserves the right to incorporate the successful firm's SOQ into a contract.

Failure of a firm to accept this obligation may result in the cancellation of any award.

- 1.6.2 The selected firm will be required to assume responsibility for all services offered in the SOQ. BP2000 will consider the selected firm to be the sole point of contact with regard to contractual matters, including payment of any or all charges.
- 1.6.3 A copy of the recommended ranking will be available for review in the Purchasing Division upon completion of the evaluation by the committee. Vendors may also obtain a copy of the final ranking from BidSync at: <http://www.bidsync.com>

1.7 **RIGHT OF REJECTION:**

BP2000 reserves the right to waive any informality in any SOQ, to reject any or all SOQs in whole or in part, with or without cause, and/or to accept the SOQ that in its judgment will be in the best interest of BP2000.

1.8 **GENERAL TERMS AND CONDITIONS**

1.8.1 **EQUAL OPPORTUNITY AGREEMENT**

- 1.8.1.1. In connection with work performed under a BP2000 contract, the respondent agrees, upon receipt of a written award or acceptance of a contract, to support and abide by BP2000's Equal Opportunity Pledge.
- 1.8.1.2 By submitting a SOQ, the respondent agrees to --
 - a. Not discriminate against any employee or job applicant because of their race, creed, color, sex, marital status or national origin;
 - b. Post a copy of this pledge in a conspicuous place, available to all employees and job applicants.
- 1.8.1.3 Place or cause to be placed a statement in all solicitations or advertisement for job applicants, including subcontracts, that the respondent is an "Equal Opportunity Employer".

1.8.2 **PUBLIC ENTITY CRIMES**

As required by Florida State Statute 287.133, (2) (a), A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or a public work, may not submit proposals on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in s.287.017 for CATEGORY TWO [\$25,000] for a period of 36 months from the date of being placed on the convicted vendor list. Any person must notify the City within 30 days after a conviction of a public entity crime applicable to that person or to an affiliate of that person.

1.8.3 **ISSUANCE OF ADDENDA**

- 1.8.3.1 If this solicitation is amended, BP2000 will issue an appropriate addendum to the solicitation. If an addendum is issued, all terms and conditions that are not specifically modified shall remain unchanged.
- 1.8.3.2 Respondent shall accept the Addendum in BidSync.
- 1.8.3.3 Only when directed in solicitation shall Respondent acknowledge receipt of each addendum to this solicitation using one of the following methods:

- By signing and returning the addendum;
- By signed letter;

1.8.3.4 BP2000 must receive the acknowledgment by the time and date, and at the location specified for receipt of SOQs.

1.8.4 PAYMENT

1.8.4.1 Prompt Pay Policy

It is the policy of BP2000 to fully implement the provisions of the State of Florida Local Government Prompt Payment Act. For more information, please refer to Florida Statute 218.70.

1.8.4.2 Withholding Payment

In the event a contract is canceled under any provision herein, BP2000 may withhold from the Contractor any monies owed on that or any contract, an amount sufficient to compensate for damages suffered because of the violation resulting in cancellation.

1.8.5 INSURANCE REQUIREMENTS

Prior to commencing work, the Consultant shall procure and maintain at Consultant's own cost and expense for the duration of the agreement the following insurance against claims for injuries to person or damages to property which may arise from or in connection with the performance of the work or services hereunder by the Consultant, his agents, representatives, employees or Subcontractors. The cost of such insurance shall be included in Consultant's SOQ.

1.8.5.1 Consultant shall maintain limits no less than:

Commercial General/Umbrella Liability Insurance - \$500,000 limit per occurrence for property damage and bodily injury. The service provider should indicate in its SOQ whether the coverage is provided on a claims-made or preferably on an occurrence basis. The insurance shall include coverage for the following:

- Premise/Operations
- Explosion, Collapse and Underground Property Damage Hazard (only when applicable to the project)
- Products/Completed Operations
- Contractual
- Independent Contractors
- Broad Form Property Damage
- Personal Injury

Business Automobile/Umbrella Liability Insurance - \$500,000 limit per accident for property damage and personal injury.

- Owned/Leased Autos
- Non-owned Autos
- Hired Autos

Workers' Compensation and Employers'/Umbrella Liability Insurance -- Workers' Compensation coverage with benefits and monetary limits as set forth in Chapter 440, Florida Statutes. This policy shall include Employers'/Umbrella Liability coverage for \$500,000 per accident. Workers' Compensation coverage is required as a condition of performing work or services for the City whether or not the Contractor or Vendor is otherwise required by law to provide such coverage.

Professional Liability Insurance - \$1,000,000 or as per project (ultimate loss value per occurrence).

1.8.5.2 Other Insurance Provisions

1.8.5.2.1 Commercial General Liability and Automobile Liability Coverage

- The City of Tallahassee/BP2000, members of its City Commission, boards, commissions and committees, officers, agents, employees and volunteers are to be covered as additional insureds as respects: liability arising out of activities performed by or on behalf of the Contractor; products and completed operations of the Contractor; premises owned, leased or used by the Contractor or premises on which Contractor is performing services on behalf of BP2000. The coverage shall contain no special limitations on the scope of protection afforded to the City of Tallahassee/BP2000, members of the City Commission, boards, commissions and committees, officers, agents, employees and volunteers.
- The Contractor's insurance coverage shall be primary insurance as respects the City of Tallahassee/BP2000, members of its City Commission, boards, commissions and committees, officers, agents, employees and volunteers. Any insurance or self-insurance maintained by the City of Tallahassee/BP2000, members of its City Commission, boards, commissions and committees, officers, agents, employees and volunteers shall be excess of Contractor's insurance and shall not contribute with it.
- Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City of Tallahassee/BP2000, members of its City Commission, boards, commissions and committees, officers, agents, employees and volunteers.
- Coverage shall state that Contractor's insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the limits of the insurer's liability.

1.8.5.2.2 Workers' Compensation and Employers' Liability and Property Coverage

The insurer shall agree to waive all rights of subrogation against the City of Tallahassee/BP2000, member of its City Commission, boards, commissions and committees, officers, agents, employees and volunteers for losses arising from activities and operations of Contractor in the performance of services under this Agreement.

1.8.5.2.3 All Coverage

- Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, canceled, reduced in coverage or in limits except after thirty (30) days prior written notice has been given to the City.
- If Contractor, for any reason, fails to maintain insurance coverage, which is required pursuant to this Agreement, the same shall be deemed a material breach of contract. BP2000, at its sole option, may terminate this Agreement and obtain damages from the Contractor resulting from said breach.
- Alternatively, BP2000 may purchase such required insurance coverage (but has no special obligation to do so), and without further notice to Contractor, BP2000 may deduct from sums due to Contractor any premium costs advanced by BP2000 for such insurance.

- City named as "additional insured" as its interest may appear.

1.8.5.2.4 Deductibles and Self-Insured Retention

Any deductibles or self-insured retention's must be declared to and approved by BP2000. At the option of BP2000, the insurer shall reduce or eliminate such deductibles or self-insured retention's as respects the City of Tallahassee/BP2000, members of its City Commission, boards, commissions and committees, officers, agents, employees and volunteers; or the Contractor shall procure a bond guaranteeing payment of losses, related investigation, claim administration and defense expenses.

1.8.5.2.5 Acceptability of Insurers

Insurance is to be placed with Florida admitted insurers rated B+X or better by *A.M. Best's* rating service.

1.8.5.2.6 Verification of Coverage

Contractor shall furnish BP2000 with certificates of insurance and with original endorsements affecting coverage required by this clause. The certificates and endorsements for each policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. The certificates and endorsements are to be received and approved by the City before work commences.

1.8.5.2.7 Subcontractors

Contractor shall include each of its subcontractors as insureds under the policies of insurance required herein.

1.8.5.3 LIQUIDATED DAMAGES

(a) If the Contractor fails to provide the deliverables, reports, or perform the services within the time specified in this contract, or any extension, the Contractor shall pay to BP2000 as fixed, agreed, and liquidated damages, the minimum sum of \$100.00 for each calendar day of delay, not to exceed \$1500.00 per month; and/or in the event BP2000 is penalized monetarily by federal, state, or local entities as a result of Contractor delay, error, and/or other poor-performance issues, the Contractor may be required to reimburse BP2000 the full amount of the penalty assessed.

(b) Alternatively, if delivery or performance is so delayed, BP2000 may terminate this contract in whole or in part under the Termination clause in this contract and in that event, the Contractor may be liable for 1) reimbursement to BP2000 for costs spent to procure services from another vendor, or 2) for a fixed, agreed, and liquidated damages accruing until the time BP2000 may reasonably obtain delivery or performance of similar supplies or services. The liquidated damages shall be in addition to excess costs under the Termination clause.

(c) The Contractor shall not be charged with liquidated damages when the delay in delivery or performance arises out of causes beyond the control and without the fault or negligence of the Contractor.

1.8.5.4 FINANCIAL CONSEQUENCES OF NON-PERFORMANCE

BP2000 may apply financial consequences if the Contractor fails to perform in accordance with the Contract.

If the Contractor fails to remedy the performance deficiencies, the Contractor may be assessed a non-performance retainage equivalent to 10% or \$1,000.00, whichever is less, of the total invoice amount for the task or project, or as specified in the contractual documents. The retainage will be applied to the invoice for the then-current billing period.

The retainage will be withheld until the Contractor resolves the deficiency. If the deficiency is subsequently resolved, the Contractor may invoice the Customer for the retained amount during the next billing period. If the Contractor is unable to resolve the deficiency, the funds retained will be forfeited.

1.9 **GRIEVANCE PROCEDURES**

(a) **Right to Protest.** Any prospective bidder, or respondent may protest the provisions of a Request for Bids (IFB) or Request for Proposals (RFP).

i **Protest of Specifications or Proceedings Prior to Bid Opening**

Any actual or prospective bidder, or contractor, who is aggrieved in connection with the solicitation of a contract or bid, may protest on the grounds or irregularities in specifications or bid procedure.

ii **Protest of Recommended Award**

Any actual bidder or respondent, who is aggrieved in connection with the evaluation of bids, the evaluation of proposals, or the staff recommendation regarding award of a contract, provided that such bidder or respondent would have been awarded the contract but for the aggrieved action, may protest such evaluation or award recommendation.

(b) **Filing a Protest.** A written protest shall be considered filed, for purposes of this procedure when all related items are actually delivered to and received by the Procurement Services Division. All protest shall be directed to the attention of the Manager for Procurement Services.

i For a protest related to the specifications or proceeding of an IFB or RFP, a formal written protest must be filed no later than 72 hours (excluding weekends and holidays) after release of solicitation. Failure to timely file the written protest including the required protest bond/cashier's check, shall constitute a waiver of such protest.

ii For protest related to the evaluation of bids, evaluation of proposals, or staff recommendation regarding award of a contract, a written notice of intent to protest must be filed with Procurement Services within 72 hours (excludes weekends and holidays) after posting of the intended recommendation regarding award, and a written protest, must be filed with the Procurement Services Division no later than 5:00 p.m., ET, on the seventh (7th) calendar day following the date on which the written notice of intent to protest was filed. A weekend commences at 12:00 a.m., ET, on Saturday and ends at the same time on the following Monday. A holiday begins at 12:00 a.m., ET, on the observed holiday and ends at the same time on the following day. Such written protest shall state, with particularity the facts and grounds upon which the protest is based, and shall include references to applicable laws, statutes, ordinances, policies, or other authority on which the protest is based. Failure to timely file either the notice of intent or the written protest including the protest bond/cashier's check, shall constitute a waiver of such protest.

(c) **Protest Bond.** Any person who files a formal written protest, shall post with the Procurement Services Division, at the time of filing the formal written protest, a cashier's check or bond payable to BP2000 in an amount equal to 1 percent of BP2000's estimate of the total volume of the contract or \$5,000,

whichever is less.

(d) **Final Decision.** The BP2000 Attorney or designee shall consider each protest and shall render a final determination. If the decision of the BP2000 Attorney or designee upholds the action taken by BP2000, then BP2000 shall retain the amount in payment of a portion of the cost and expense, including but not limited to, time spent by BP2000 staff in responding to the protest and in conducting the evaluation of the protest. If the decision of the BP2000 Attorney or designee does not uphold the action taken by the BP2000, then the BP2000 shall return that amount, without deduction, to the person or entity filing the protest.

(e) **Stay of Procurement During Bid Protest**

In the event protest is filed in accordance with the bid protest procedures herein, Procurement Services shall not proceed further with the solicitation or award of the contract until the BP2000 Attorney or designee has rendered a written decision regarding the protest or until the City Manager or designee makes a written determination that continuation of the process and award of a contract without delay is necessary to protect the substantial interest of the BP2000.

1.10 **SELECTION PROCESS**

1.10.1 The Selection Committee will review and score all SOQs received (by the due date), and determine the shortlisted firms (firms with the highest scores) using the selection criteria established for this project.

1.10.2 The Selection Committee will receive presentations and may conduct interviews of the shortlisted firms and will establish ratings for each firm in accordance with the scoring criteria established for this project.

1.10.3 The Selection Committee will recommend the order of ranking for City Commission approval.

1.10.4 The contract for this project will be negotiated with the shortlisted firm ranked highest. If unsuccessful, we reserve the right to negotiate with the 2nd highest firm and so on until successful, as approved by City Commission.

1.11 **CONFIDENTIALITY**

1.11.1 By submitting a proposal in response to this solicitation, a respondent acknowledges that BP2000 is a governmental entity subject to the Florida Public Records Law (Chapter 119, Florida Statutes). The respondent further acknowledges that any materials or documents provided to BP2000 may be "public records" and, as such, may be subject to disclosure to, and copying by, the public unless otherwise specifically exempt by statute. Should a respondent provide BP2000 with any materials which it believes, in good faith, contain information which would be exempt from disclosure or copying under Florida law, the respondent shall indicate that belief by typing or printing, in bold letters, the phrase "Proprietary Information" on the face of each affected page of such material. The respondent shall submit to BP2000 both a complete copy of such material and a redacted copy in which the exempt information on each affected page, and only such exempt information, has been rendered unreadable. In the event a respondent fails to submit both copies of such material, the copy submitted will be deemed a public record subject to disclosure and copying regardless of any annotations to the

contrary on the face of such document or any page(s) thereof. Note, BP2000 does not consider cost proposals to be proprietary and this information will be made public. Cost proposals marked as proprietary or confidential will not be evaluated and zero points will be given.

1.11.2 Should any person request to examine or copy any material so designated, and provided the affected respondent has otherwise fully complied with this provision, City, in reliance on the representations of the respondent, will produce for that person only the redacted version of the affected material. If the person requests to examine or copy the complete version of the affected material, BP2000 shall notify the respondent of that request, and the respondent shall reply to such notification, in a writing that must be received by BP2000 no later than 4:00 p.m., ET, of the second BP2000 business day following respondent's receipt of such notification, either permitting or refusing to permit such disclosure or copying. Failure to provide a timely written reply shall be deemed consent to disclosure and copying of the complete copy of such material. If the respondent refuses to permit disclosure or copying, the respondent agrees to, and shall, hold harmless and indemnify BP2000 for all expenses, costs, damages, and penalties of any kind whatsoever which may be incurred by BP2000, or assessed or awarded against BP2000, in regard to BP2000's refusal to permit disclosure or copying of such material. If litigation is filed in relation to such request and the respondent is not initially named as a party, the respondent shall promptly seek to intervene as a defendant in such litigation to defend its claim regarding the confidentiality of such material. This provision shall take precedence over any provisions or conditions of any proposal submitted by a respondent in response to the RFP and shall constitute City's sole obligation with regard to maintaining confidentiality of any document, material, or information submitted to BP2000.

1.12 **PROHIBITED COMMUNICATIONS**

As provided for in the City of Tallahassee Code of Ordinances, Number 11-O-03AA, subsection 2-357, any form of communication, other than written correspondence, shall be prohibited between any person or representative of any firm seeking an award of this solicitation and any City Commissioner or Commissioners staff, or any city employee authorized to act on behalf of the City Commission. Prohibited communications shall be in effect from the date/time submittals are due for this solicitation until the City Commission or authorized designee awards or approves a contract, rejects all responses, or otherwise takes action which ends the solicitation process.

1.13 **TERMINATION**

a. If the Contractor fails to fulfill any of its obligations under this Contract, or otherwise, through no fault of BP2000, such failure shall be considered a default and shall entitle, but not obligate, BP2000 to suspend performance under or to terminate this Contract, in whole or in part, at BP2000's discretion, if the Contractor fails to cure such default within thirty (30) days after receipt of a written notice thereof from BP2000. Furthermore, BP2000 shall have the right to terminate this Contract, in whole or in part, without the Contractor being in default thereunder. Termination shall be effected by delivery to the Contractor of a written notice specifying whether termination is for the default of the Contractor or for the BP2000's convenience, the extent to which services under this Contract are to be terminated²⁴and the date upon which such termination

becomes effective. After receipt of such written notice, and except as otherwise directed in writing by BP2000, the Contractor shall promptly stop work under this Contract on the date and to the extent specified in the notice, terminate all subcontracts to the extent that they relate to the performance of services terminated by the notice, and complete performance of such services as shall not have been terminated by the notice.

- b. In the event of termination for convenience, BP2000 shall pay the Contractor (i) the full amount due for goods satisfactorily delivered and/or services satisfactorily rendered, (ii) approved costs and expenses incurred which remain unpaid at the time of such termination, and (iii) such other costs of termination, if any, as may be mutually agreed by the parties. BP2000 shall have the right to set off against amounts otherwise owed the Contractor all amounts owed by the Contractor to BP2000 under this Contract or otherwise.

1.14 **INDEMNIFICATION**

- a. The Contractor shall indemnify and hold harmless BP2000, and its officials, officers, and employees, from and against all claims for infringement of any United States Patent and all other claims, damages, losses, and expenses (including without limitation costs of defending the same and attorney's fees) arising out of or resulting from the performance of the work, furnishing of services, or furnishing of materials, goods, or equipment (including but not limited to claims regarding defects in materials, goods, or equipment) which is caused in whole or in part by any breach of contract, act, or omission of the Contractor, any subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable.
- b. In any and all claims against BP2000, or any of its agents or employees by any employee of the Contractor, any subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, the indemnification obligation under this clause shall not be limited in any way by any limitation on the amount or type of damages, compensation or benefits payable by or for the Contractor or any subcontractor under any Workers' Compensation Act, Disability Benefit Act, or other Employee Benefit Act.

1.15 **CERTIFICATION OF DRUG-FREE WORKPLACE FORM**

Respondents shall submit one (1) accurately completed Certification of Drug-Free Workplace Form with their Response certifying the Respondent has a drug-free workplace program. This document must be submitted with the Respondent's Response. Failure to comply with this requirement may result in disqualification of Response.

1.26 **COSTS INCURRED BY CONTRACTORS**

BP2000 will NOT be responsible for any costs incurred by any contractor at any time before the issuance of an executed contract.

1.17 **MODIFICATION/WITHDRAWAL OF SUBMITTALS**

1.17.1 Modifications to qualification documents will NOT be allowed after the date and time scheduled for receipt of qualifications. However, complete exchange of qualifications is acceptable, if accomplished before the date and time scheduled for receipt of qualifications.

1.17.2 A contractor may completely withdraw its submittal up to the time of contract award. The contractor must request the withdrawal in writing, signed by the contractor's authorized representative. The submittal withdrawal will not prejudice the right of the contractor to participate on other current or future BP2000 solicitations.

1.18 **REVIEW AND APPROVAL OF CONTRACT STAFF**

BP2000 reserves the right to review for approval or denial the proposed key personnel and/or teams for their qualifications, experience, expertise prior to any job and may, at its discretion, accept or reject proposed staff for a specific task. BP2000 also reserves the right the ability to request specific teams or individuals for specific tasks.

1.19 **E-VERIFY**

The Team shall utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

1. All persons employed by the Team during the term of the Contract to perform employment duties within Florida; and
2. All persons, including subcontractors, assigned by the Team to perform work pursuant to the contract with the Department.

1.20 **CONFLICT OF INTEREST**

The proposer represents that it presently has no interest and shall acquire no interest, either direct or indirect, which would conflict in any manner with the performance or services required hereunder, as provided for in Florida Statutes 112.311. The proposer further represents that no person having any interest shall be employed for said performance.

The proposer shall promptly notify the City of Tallahassee Procurement Office in writing by certified mail of all potential conflicts of interest for any prospective business association, interest or other circumstance which may influence or appear to influence the proposer's judgment or quality of services being provided hereunder. Such written notification shall identify the prospective business association, interest or circumstance, the nature of work that the proposer may undertake and request an opinion of the City as to whether the association, interest or circumstance would, in the opinion of the City, constitute a conflict of interest if entered into by the proposer.

The City agrees to notify the proposer of its opinion by certified mail within thirty (30) days of receipt of the notification by the proposer. If, in the opinion of the City, the prospective business association, interest or circumstance would not constitute a conflict of interest by the proposer, the City shall so state in the notification and the proposer shall, at its option, enter into said association, interest or circumstance and it shall be deemed not in conflict of interest with respect to services provided to the City by the proposer under the terms of this Contract.

1.21 **AVAILABILITY OF FUNDS**

The City's projects performed under this Contract are contingent upon an annual appropriation for its purpose by the Board, or other specified funding source for this procurement.

1.22 **SEVERABILITY**

If any term or provision of this RFP and subsequent contract, or the application thereof to any person or circumstances shall, to any extent, be held invalid or unenforceable, the remainder of this RFP and subsequent Contract, or the application of such terms or provision, to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected, and every other term and provision of this RFP and subsequent Contract shall be deemed valid and enforceable to the extent permitted by law.

1.23 **REMEDIES**

This RFP and subsequent Contract shall be governed by the laws of the State of Florida. Venue for any litigation involving this RFP and subsequent contract shall be the Circuit Court in and for Leon County, Florida. No remedy herein conferred upon any party is intended to be exclusive of any other remedy, and each and every such remedy shall be cumulative and shall be in addition to every other remedy given hereunder or now or hereafter existing at law or at equity or by statute or otherwise. No single or partial exercise by any party of any right, power, or remedy hereunder shall preclude any other or further exercise thereof.

1.24 **ENFORCEMENT COSTS**

If any legal action or other proceeding is brought for the enforcement of this RFP and subsequent Contract, or because of an alleged dispute, breach, default or misrepresentation in connection with any provisions of this RFP and subsequent Contract, the successful or prevailing party or parties shall be entitled to recover reasonable attorney's fees, court costs and all expenses (including taxes) even if not taxable as court costs (including, without limitation, all such fees, costs and expenses incident to appeals), incurred in that action or proceeding, in addition to any other relief to which such party or parties may be entitled.

1.25 **PURCHASES BY OTHER PUBLIC AGENCIES**

With the consent and agreement of the successful consultants, purchases/task assignments may be made under resultant contracts by other governmental agencies or political subdivisions within the State of Florida. Such purchases shall be governed by the same terms and conditions stated herein. This agreement in no way restricts or interferes with the right of any public agency or political subdivision to bid any or all of these items independently.

1.26 **IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT:**

**City Treasurer-Clerk
(850) 891-8130
records@talgov.com**

Mailing Address:
City Hall
300 S. Adams Street
c/o Records Division, Box A-31
Tallahassee, FL 32301

NOTE: ANYTHING THAT IS NOT APPROPRIATE TO USE FROM SECTION 1 IS LISTED AS “DELETED” IN THE SPECIAL TERMS AND CONDITIONS.

SECTION 2.0 SCHEDULE OF EVENTS

See Schedule of Events attachment that is part of the solicitation package

SECTION 3.0 SCOPE OF SERVICES/PROJECT DESCRIPTION

See Scope of Services attachment that is part of the solicitation package

Special Terms and Conditions

CONTRACT SCOPE/OVERVIEW: This Document will cover the supplemental requirements of the City of Tallahassee for the Standard Contract of the City of Tallahassee.

CONTRACT TERMS AND CONDITIONS/ORDER OF PRECEDENCE:

Request for Proposal No. **098-19-RT** is comprised of the following documents that are incorporated by reference and are listed in order of precedence in the event of a conflict between the documents:

1. These Special Terms and Conditions and any attachments referenced herein;
2. Standard Contract Terms and Conditions which can be found in the original solicitation.
3. General Conditions and Instructions to Bidders for Invitation for Bids, # 098-19-RT

MODIFICATIONS TO STANDARD TERMS AND CONDITIONS:

Section 1.8.5.3 Liquidated Damages-Deleted

Section 1.8.5.4 Financial Consequences-Deleted

SECTION 2

2.1 SCHEDULE OF EVENTS

The proposed timeline for this solicitation is as follows. Dates and times are subject to change.

EVENT	DATE / TIME*
Release of the Bid	July 22, 2019
**Mandatory Pre-Bid Meeting/Teleconference	July 30, 2019
Deadline for Questions / Clarifications	August 8, 2019 by 12:00 PM
Optional Oral Presentations / Interviews	TBD
Responses Due Date / Time (Deadline)	August 15, 2019 4:30PM
Scoring Meeting	TBD
Optional Oral Presentations / Interviews	TBD
Scoring Meeting	TBD
*Anticipated Approval / Commission Approval	September 5, 2019

* Specific dates/times will be determined at each phase.

PRE-BID CONFERENCE AND/OR SITE VISIT (MANDATORY)

- a. Prospective bidders MUST attend the following (checked) pre-bid conference, as a condition for submitting a bid:

Time/Date: 10:00 A.M. (EASTERN TIME); JULY 30, 2019
Location: City Hall Conference Room 3B
300 S. Adams Street
TALLAHASSEE, FL

Parking is available in the Kleman Plaza Parking Garage. Bring your parking ticket to be validated.

- b. All interested prime bidders attending the above-required meetings MUST sign-in, as proof of attendance.
- c. Bids shall be rejected if submitted by prime bidders that do not attend the above-required meetings.
- d. Bidders are cautioned that in no event shall failure to familiarize themselves with the requirements of this solicitation or to resolve ambiguous or inconsistent terms or conditions of this solicitation or proposed contract constitute grounds for a claim of any kind after contract award.

2.2 PROPOSAL RESPONSE REQUIREMENTS

- 2.2.1 A response to this RFP should include the following information at a minimum. Please note that the proposal should address the requirements listed below in a clear and concise manner in the order stated herein. The response shall clearly detail how the services that you are proposing can best satisfy the Agency's needs.
- 2.2.2 The submitted proposal must follow the rules and format outlined within this section. Adherence to these rules will ensure a fair and objective analysis of all proposals. **Unnecessarily lengthy documents are discouraged.**
- 2.2.3 Proposals must be tabbed as follows and must include the information/documents specified in the applicable tab. Proposals that do not adhere to the following format or include the requested information/documents may be considered incomplete and therefore unresponsive by the City.
- 2.2.4 The Agency reserves the right to seek additional/supplemental representation on specific issues as needed.
- 2.2.5 Proposers shall construct their proposal in the following format and a tab must separate each section. **Do not submit** the COST/FEE PROPOSAL and the TECHNICAL PROPOSAL together. These technical documents will be uploaded in BidSync separately.
- 2.2.6 Proposers shall construct their proposal in the following format and a tab must separate each section.

2.3 COST / FEE PROPOSAL (BIDSYNC LINE ITEM 1)

Respondents shall enter their price schedule per position in **Line Item 1**. Respondents shall also upload any additional supporting price documentation in **Line Item 1 only**.

2.4 TECHNICAL PROPOSAL (BIDSYNC LINE ITEM 2)

Respondents shall upload their Technical Proposal in **Line Item 2** with each "Tab" clearly identified as described in this section.

Responses shall be submitted as follows.

- All responses shall be submitted and received in BidSync by the deadline time and date specified in the Schedule of Events.
- The responsibility for submitting the proposal into BidSync on or before the above stated time and date is solely that of the Respondent. The Agency will in no way be responsible for delays in transmittal or delays caused by any other occurrence. **LATE PROPOSALS WILL NOT BE ACCEPTED. Please allow sufficient time to input responses into BidSync.**
- Non-responsive proposals may not be considered. The signer of the proposal must declare that the proposal is in all respects fair and in good faith without collusion

or fraud and that the signer of the proposal has the authority to bind the principal Respondent.

- The Agency shall not be liable for any costs incurred by a Respondent prior to entering into a contract. Therefore, all Respondents are encouraged to provide a simple, straightforward, and concise description of their ability to meet the project requirements.
- Firms responding to this RFP must be available for in-person presentations/interviews, in the event the Selection Committee requests presentations by shortlisted firms.

2.4.1 TAB 1 - EXECUTIVE SUMMARY/GENERAL INFORMATION (2 page limit)

Present in brief, concise terms, a summary level description of the contents of the RFP and of your company and its capabilities. The signer of the RFP must declare that the RFP is in all respects fair and in good faith without collusion or fraud, and that the signer of the RFP has the authority to bind the principal proposer. At a minimum the following information will be included:

- a. Name of Firm
- b. Mailing Address of Firm
- c. Physical Address of Firm
- d. Name of Contact Person
- e. Phone Number
- f. Fax Number
- g. Cell Phone Number
- h. E-mail Address
- i. Business Structure
- j. If a joint venture or prime/subcontractor arrangement of two firms, indicate how the work will be distributed between the partners.
- k. Number of Years Firm in Business
- l. Proof of Liability Insurance
- m. Total Number of Staff- Management: ___ Clerical: ___ Field: ___
- n. Describe and Explain any Litigation, Major Disputes, Contract Defaults, and Liens in the Last Ten Years.

2.4.2 TAB 2 – REFERENCES

References - List five (5) references representative of related past experience over the past five (5) years to include, as a minimum, a contact person, company name, phone number, email address and brief description of project.

2.4.3 TAB 3 – EXPERIENCE/PAST PERFORMANCE - (six page limit)

- a. Respondents and respondent's team must demonstrate previous project references of at least five equivalent projects within the last five years. Project references should include projects within the scope of services in this RFP, and should emphasize both the experience and capability of the particular personnel who will actually perform the work. Demonstrate experience with at least one

project within this region. Also include information regarding the firm's capabilities and background.

- b. List all sub-consultants to be utilized and their experience with the scope of services in the RFP.

Respondents must demonstrate an impressive track record in their dealings with private and public owners or prime consultants on similar past projects, and descriptions of prior work accomplishments.

2.4.4 TAB 4 – PLANNING ACTIVITIES/STATEMENT OF WORK AND REQUIREMENTS (eight page limit)

The respondent shall clearly demonstrate their understanding of the requirements and needs of the RFP with comprehension of technical aspects related to the RFP, and their ability to interpret and communicate project's scope. Include a brief discussion of the respondent's management capacity and system for coordinating the work.

- a. The respondent shall present their approach to servicing the Agency and the methods to be used to carry out their responsibilities.
- b. Each proposal must include a work plan that addresses approach and method of how work will be performed. The objective of the work plan is to demonstrate the respondent's experience, the expertise of its personnel who will render the requested services, and the respondent's ability to logically plan and complete a project. The work plan shall include details of methodology, expected sequence of tasks, subtasks and important milestones.

2.4.5 TAB 5 – STAFFING PLAN (six page limit)

A staffing plan that clearly illustrates the principal elements of the organizational structure proposed to furnish those services described in Section 3.0 Scope of Services/Project Description that are to be provided by the firm. Project management and technical personnel within each discipline shall be identified. Other items to be included in the discussion of the staffing plan are:

- a. Availability of personnel and equipment to perform the work.
- b. A description of the responsibilities of proposed available personnel and their interrelationships. This should clearly show supervisory relationships, functional areas of work provided by position, and the physical location of the individuals; i.e. office and city.
- c. For firms having more than one office, the location of the office to be assigned primary responsibility for the work. If certain elements of the work will be done at different locations, a listing of each location and of the staff and work to be performed at each location.
- d. Identification of any functional type of work proposed to be performed by sub-consultant firms. For each such work element, identification of each sub-consultant and location of the responsible office. (Listing more than one sub-

consultant firm for each work element is encouraged. Previous experience has shown this facilitates more competitive pricing when developing project specific cost proposals under this master contract.)

2.4.6 TAB 6 – RESUMES (fifteen page limit)

Only include resumes of personnel to be employed to actually perform the work. Each resume should provide the following as a minimum (multiple page resumes are acceptable with a three-page maximum per resume):

1. Name and Title.
2. Position within the organizational structure
3. Office where primarily located.
4. Years of experience with current firm and other firms.
5. Education and year of each degree obtained.
6. Relevant Certifications

Area of practice specialization, if any, and relevant work experience and project history evidencing specialization TAB 6 Resumes.

2.4.7 TAB 7 - APPROACH AND METHOD

The respondent shall clearly demonstrate their understanding of the requirements and needs of the RFP with comprehension of technical aspects related to the RFP, and their ability to interpret and communicate project's scope. Include a brief discussion of the respondent's management capacity and system for coordinating the work.

- a. The respondent shall present their approach to servicing the Agency and the methods to be used to carry out their responsibilities.
- b. Each proposal must include a work plan that addresses approach and method of how work will be performed. The objective of the work plan is to demonstrate the respondent's experience, the expertise of its personnel who will render the requested services, and the respondent's ability to logically plan and complete a project. The work plan shall include details of methodology, expected sequence of tasks, subtasks and important milestones.

2.4.8 TAB 8 – MINORITY, WOMEN BUSINESS ENTERPRISE (MWBE)

Refer to Section 1.4

- MWBE Plan
- Attachment B – MWBE Utilization Forms with their Certification documents OR
- Attachment C – Statement of Good Faith Effort (if MWBE goals not met)

ALL MWBE INFORMATION (FORMS) MUST BE PLACED IN THIS TAB

2.4.9 TAB 9- CITY OF TALLAHASSEE DOCUMENTS

- Attachment A – Representations/Certifications, attached completed IRS Form W-9
- Attachment – Local Business Certification Affidavit
- Acknowledged Addenda

2.5 EVALUATION OF RESPONSES

All responses shall be evaluated based on the requirements and criteria set forth in the RFP document. Once Proposals are received by the designated deadline date and time, the evaluation process begins.

2.5.1 Evaluation Criteria of REQUEST FOR PROPOSALS

The Agency shall evaluate responsive Technical proposals and score them using the following criteria. The Agency anticipates awarding the Contract to the responsible and responsive Respondent determined to provide the best value to the Agency.

2.5.1.1 Technical Score: Evaluators will independently review each Respondent’s technical proposal and award points using the established evaluation criteria above, with scoring based on a zero (0) to ten (10) point scale, as identified below. For each criterion, the sum of the Evaluator’s scores will be multiplied by the designated factor for a total score; then divided by the number of evaluators to provide the overall average Technical Point Score for each criteria. The sum of average points results in the total technical score for each Respondent respectively.

2.5.1.1 Scoring Criteria Table

CRITERIA	EVALUATOR MAX SCORE	FACTOR	TECHNICAL SCORE MAXIMUM POINTS
TECHNICAL PROPOSAL			
Tab 1 - Executive Summary	10	1	10
Tab 2 – Experience/Ability and Past Performance	10	4	40
Tab 3 – Technical Proposal	10	3	30
Tab 4 – Local Business	5	1	5
Tab 5 – Minority/Women Business Enterprise Plan and Certification	10	1	10
Cost/Fee Proposal			5
Total Maximum Points Allowed			100

2.5.1.2 Technical Scoring Scale Table

Score	Basic Description	Full Description
0 - 1	No Response / Not Addressed or Vaguely Addressed	Answer is No to RFP requirements; this element of the evaluation criteria was not addressed or vaguely addressed .
2 - 3	Poor/Below Expectations / Unsatisfactory	The proposal is inadequate in most basic requirements, specifications or provisions of the criteria element; respondent's information for this element of the evaluation criteria was unsatisfactory .
4 - 5	Below Average / Meets Some Expectations	The proposal meets some of the basic requirements, specifications or provisions of the criteria element; respondent's information for this element of the evaluation criteria is below average .
6 - 7	Average / Meets Most Expectations	The proposal adequately meets the minimum requirements, specifications or provisions of the criteria element; respondent's information for this element of the evaluation criteria is average .
8 - 9	Above Average / Meets All Expectations	The proposal more than adequately meets the minimum requirements, specifications or provisions of the criteria element, may exceed some areas; respondent's information for this element of the evaluation criteria is above average .
10	Excellent / Exceeds Expectations	The proposal exceeds minimum requirements, specifications or provision in most aspects of the criteria element; respondent's information for this element of the evaluation criteria is excellent .

2.6 Overall Score and Ranking: The sum of the Respondent's Technical point equals the Respondent's Total Proposal score. Respondents will be ranked numerically 1, 2, 3, etc. from highest point score to the lowest point score.

As part of the evaluation process the Agency reserves the right to shortlist two or more Respondents with the highest-ranking proposal scores. The Agency may also request oral presentations, interviews, and/or conduct site visits during the solicitation and contracting process.

SECTION 3 SCOPE OF WORK / SPECIFICATIONS

3.1 INTENT

The Blueprint Intergovernmental Agency is seeking a qualified contractor interested in providing Strategic Communications Services; to include all services, labor, materials, equipment and supplies necessary to provide such products and/or services as outlined in this document.

Any estimated quantities stated are provided only as a guideline for bid preparation and shall not guarantee the quantity that will be ordered. The Agency reserves the right to increase or decrease the number of items purchased.

3.1.1 History/Background The Tallahassee-Leon County Blueprint Intergovernmental Agency (Agency), comprised of the Infrastructure Program and the Office of Economic Vitality, is funded by a one cent sales tax which was extended by referendum in 2014. The new program officially begins in 2020 and the Agency seeks strategic communications services to assist the Agency as it embarks on its new program of work.

The strategic communications services will assist the Office of Economic Vitality to better position and promote Tallahassee-Leon County as a business generator and an ideal location to start and grow a business

The Blueprint Infrastructure program strives to widely disseminate, clear, complete, and timely information to the residents, stakeholders, affected agencies, and interested parties regarding the overall Blueprint 2020 program as well as the individual Agency plans, projects and programs. Strategic communications will provide the strategy and content and collateral material that will represent the program to all stakeholders.

3.2 SCOPE OF WORK / SPECIFICATIONS

The Agency is soliciting the services of an experienced communicator with a complete understanding of integrated marketing communications and its application to government communications.

Firms wishing to be considered should, minimally, have a thorough understanding of Florida's Open Records and Sunshine laws, full and intimate knowledge of the Tallahassee-Leon County community, be knowledgeable of current events, demographics, citizen opinions and expectations, and possess extensive experience communicating complex and emotional issues to a broad audience. Firms should have an effective approach to account/client management, assigning senior level counsel to this contract. Note, employees of the selected firm will not act as Agency spokesperson. All media will be managed by the Agency and Agency staff will have final approval of all communications plans, strategies, content, collateral, etc., unless otherwise stated.

Strategic Communications may include: strategic communications counsel, key message development, copy writing and development of media and community-oriented materials, and other strategic communications services.

3.2.1. This RFP defines the specification requirements for the project, which may include, but not limited to:

- a. Services, products, materials and supplies, or special equipment needed to complete the work
- b. Tasks to be completed
- c. Personnel to be utilized (i.e. licensed engineer, architect, master plumber, electric technician, etc. Schedule of activities (Name specific deliverables)
- d. Completion date of the project

3.2.2 **Period of Performance**

Proposer shall be contracted for a period lasting three years with two one-year renewal options at the end of the initial term. The Period of Performance provided in the Statement of Work is an estimate of when the project/contract will occur. The actual period of performance dates will be discussed and determined with the successful Contractor.

3.2.3 **Place of Performance**

Work may be completed at the proposer's place of business.

3.2.4 **Work Requirements**

A proposer is required to perform a broad range of strategic communications services including but not limited to: account services, strategic communications counsel, key message development, copy writing and development of media and community-oriented materials, and other strategic communications services.

3.2.5 **Documentation of the quality of the work**

- a. Specific deliverables will be discussed upon the completion of the bidding process but are liable to include a quarterly report among other materials.
- b. The quality of work will be evaluated against targets set in the kick-off meeting and re-evaluated continuously at quarterly meetings.

3.2.6 **Schedule of Milestones**

The following schedule outlines the deliverables and/or milestones for this contract.

Anticipated Schedule

Contract Execution	September 6, 2019
Contract Kick-off Meeting with Project Manager	September 7, 2019
Quarterly Status Meetings	TBD
Contract Completion/Close-out	September 6, 2022

3.3 **PRE-QUALIFICATION OF BIDDERS**

Not applicable

3.4 **CONTRACTOR RESPONSIBILITIES**

3.4.1 Provide a local dedicated account manager at time of contract award that is readily available to administer the Agency contract on a day-to-day basis.

3.4.2 Have the facilities, capabilities, equipment and support staff to maintain regular and consistent services for the term of the contract.

3.5 CONTRACTOR PERSONNEL REQUIREMENTS

3.5.1 No one except authorized employees of the Contractor is allowed on the premises of Agency property to provide service. Contractor's employees are not to be accompanied in their work area by acquaintances, family members or any other person unless said person is an authorized employee of the Contractor.

3.5.2 The Agency may require that the Contractor remove from the job covered by this Contract any employee who endangers persons or property or whose continued employment under this Contract is inconsistent with the interest of the Agency.

3.5.3 The Agency may require background checks on all employees of the Contractor providing services to the Agency. The Agency shall incur the cost of this service.

3.5.1 Services

All services provided to the Agency shall be performed in accordance with recognized industry standard standards for the products or services provided.

3.5.2 Inspection and Acceptance

- No services received by the Agency pursuant to the contract shall be deemed accepted until Agency has had reasonable opportunity to inspect the supplies and/or services.
- All services which do not comply with the specifications and/or requirements or which are otherwise unacceptable may be rejected.
- In addition, all services which are discovered which do not conform to Agency requirements specified herein upon inspection (or at any later time if the deficiencies contained were not reasonably ascertainable upon the initial inspection) may be rejected.
- The Agency reserves the right to reject services at the Contractor's expense for full credit or replacement and to specify a reasonable date by which replacement must be received. The Agency's right to reject any unacceptable supplies and/or services shall not exclude any other legal, equitable or contractual remedies the Agency may pursue.

3.6 Service Hours

3.6.1 There are no restrictions regarding the service hours for contract performance.

- Business Hours is work performed between 8:00 AM to 5:00 PM, Monday through Friday excluding Agency holidays.
- After Hours Service is defined as work performed after 5:00 PM and before 8:00 AM
- Weekend and Holiday work is defined as being performed during Saturday, Sunday or during any Agency holiday.

3.6.2 AFTER HOURS AND EMERGENCY SERVICE RATES / QUOTE ESTIMATES

Not applicable

3.7 ADDITION AND DELETION OF ITEMS OR SERVICE LOCATIONS

The Agency reserves the right to add or delete products and/or service locations at any time during the term of the contract without penalty.

Upon approval by the Agency and upon receipt of written notice, Contractor(s) shall begin providing new items or servicing new locations within ten (10) business days of the date of the written notice. The Agency shall give the Contractor(s) thirty (30) days written notice for any service location deletions.

Billing for the deleted service location will end when services are terminated. Site additions and deletions shall be made by User Departments with written notification to the Procurement Contract Manager. Prices charged for site additions will be the same cost basis as that used in formulating the original bid.

3.8 REPORTING REQUIREMENTS AND PROCEDURES

Not applicable

3.9 AGENCY'S RESPONSIBILITIES

3.9.1. The following recognized Agency Holiday Schedule is as follows. Depending on the specific requirements of each contract, a Contractor may/may not have performed service(s) or make deliveries on these days. If services are required, access will be provided.

- New Year's Day
- Martin Luther King, Jr. Day
- Memorial Day
- Independence Day
- Labor Day
- Veteran's Day
- Thanksgiving Day
- Day after Thanksgiving
- Christmas Day
- Additional closure days may be designated on an as-need basis, such as inclement weather, emergency, maintenance, etc.

3.9.2 Identify Agency Authorized User Department Representatives. The following person(s) shall serve as an assigned point of contact for this contract: Susan Emmanuel, Susan.Emmanuel@blueprintia.org, 850 219 1060.

3.9.3 Respond timely in the review and approval/or denial of Contractor reports, invoicing, or other documentation or requests. Serve as the first point of contact and communicate any issues with the Contractor representative for resolution.

3.9.4 The Agency reserves the right to conduct inspections of the Contractor's work at unannounced times and at unannounced intervals for evaluation purposes.

**ATTACHMENT B
MWBE UTILIZATION FORM**

Respondent: _____

Address: _____

Phone: _____ - _____ - _____

RFP Name: _____

MWBE SUB CONTRACTORS INTENDED TO BE UTILIZED ON THE PROJECT

Name of MWBE Sub-Contractor/Supplier: _____

Address: _____

Phone: _____ - _____ - _____ Is the sub-contractor a certified MWBE? ____ Yes ____ No

If yes, please provide a copy of your certification letter or certificate.

Dollar amount of contract with sub-contractor/supplier: _____ %

Percentage amount of contract with sub-contractor/supplier: _____ %

Description of scope of work performed under agreement with the sub-contractor for amount indicated above:

PLEASE SUBMIT A SEPARATE FORM FOR EACH SUB-CONTRACTOR/SUPPLIER.

ATTACHMENT C

STATEMENT OF GOOD FAITH EFFORTS

RESPONDENT: _____

DATE: _____

This form is to be completed if Respondent fails to achieve the MWBE goals established for this project. The Respondent is allowed to use an alternate method that demonstrates the good faith efforts made to meet the goals established as long as all of the requested information is included. Failure to include all requested information may result in the proposal being determined as non-responsive to the MWSBE goals.

The following list is not intended to be exclusive or exhaustive and the City will look not only at the different kinds of efforts the Respondent has made, but also the quality, quantity, intensity and timeliness of those efforts; it is the responsibility of the Respondent to exercise good faith efforts. Any act or omission by the City shall not relieve the Respondent of this responsibility.

Criteria listed below are consistent with the intent of **Section 16.5.9 of the City's Administrative Policies & Procedures Manual, as amended.** A response is required to address each cited paragraph. Additional pages may be added as necessary.

1. Attendance at Pre-Proposal conference, if held:

_____ Yes No Not Held

2. **Whether and when the Respondent provided written notice to certified MWBEs listed in the City of Tallahassee MWBE and/or Leon County Government Program directories that perform the type of work to be subcontracted and advising the MWBEs of the specific work the Respondent intends to subcontract; that their interest in the contract is being solicited; and how to obtain information for the review and inspection of contract plans and specifications.**

All letters from Respondent's to prospective MWBE subcontractors should be post marked a minimum of 12 calendar days or faxed recorded 7 days prior to proposal opening.

A. Provide complete list of all MWBE's solicited.

B. Provide **DATE** letters were mailed (MWBEs will be canvassed as to who sent them letters and what date they were received.) Provide a copy of solicitation and all other letters sent to MWSBE's. Recommended information in your solicitation letter can include, but not limited to, the following:

- Project specific information.
- Your willingness to assist with supply purchases.
- Bonding requirements of your firm.
- Any assistance your firm will be giving regarding bonding requirements, lines of credit and insurance requirements.
- Availability of specifications and plans through your office.

ATTACHMENT C

STATEMENT OF GOOD FAITH EFFORTS

RESPONDENT: _____

- Best time to reach you by phone (MWBE firms will be canvassed regarding your responsiveness to their calls and project information they received from your firm.)
- Proposal opening date and all addendum information.
- Your requirements/time frames/payment schedules.

3. **Whether the Respondent selected feasible portions of work to be performed by MWBEs, including, where appropriate, breaking contracts or combining elements of work into feasible units. The ability of the Respondent to perform the work with its own work force will not in itself excuse a contractor from making positive efforts to meet the established goals.**

If appropriate, detail any subcontracting category that you have broken down to assist MBE firms and list firms that have been made aware of this reduced scope.

Subcontracting Category

MWBE Firm

4. Whether the **Respondent** considered all quotations received from MWBEs and for those quotations not accepted, the **Respondent** should provide an explanation of why the MWBE will not be used during the course of the contract. Receipt of lower quotation from non-MWBE will not in itself excuse **a Respondent's failure to meet project goals.**

List all MWSBE firms who quoted this project: the amount quoted, and the successful subcontractor (if not the MBE firm) and their quote:

Name of <u>MBE</u>	MWBEs <u>Quote</u>	Name of non-MWBE Subcontractor <u>Chosen</u>	Subcontractor's <u>Quote</u>

ATTACHMENT C

STATEMENT OF GOOD FAITH EFFORTS

RESPONDENT: _____

5. Whether the **Respondent** provided interested MWBEs assistance in reviewing the contract plans and specifications.

Name the MWBE firms provided assistance and describe how your firm provided such assistance.

6. Whether the **Respondent** assisted interested MWBE firms in obtaining required bonding, lines of credit or insurance if such assistance was necessary.

If the project was above \$200,000 or exempt from the City of Tallahassee's Bond Waiver Program, name the MBE's assisted and describe the assistance provided.

7. Indicate whether the **Respondent** has utilized MWBE subcontractors on City, or other local, contracts within the past six months.

<u>Project Name</u>	<u>MBE Firms Used</u>	<u>Dollar Value</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

8. Whether the **Respondent** advertised in general circulation, trade association, and/or minority/women - focus media concerning the subcontracting opportunities.

List which papers carried your ad and attach a copy of the ad.

ATTACHMENT C

STATEMENT OF GOOD FAITH EFFORTS

RESPONDENT: _____

9. Written documentation that the **Respondent** contacted the City of Tallahassee's MWBE Office, other local MWBE Offices or, if applicable, Federal MWBE/DBE Offices, for guidance and assistance if having difficulty obtaining minority participation and unable to identify portions of work that can be feasibly broken down.

List minority/women organizations contacted.
(A minimum of two organizations must be contacted.)

<u>Organization</u>	<u>Person Contacted</u>	<u>Date Contacted</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. Describe any additional efforts or circumstances, which may assist the City in determining your Good Faith Efforts.

A minimum score equal to 80% of the eligible points is required to achieve an acceptable good faith effort determination.

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Proposal for Strategic Communications Services

08.14.2019

GRAY SWOOPE
PRESIDENT & CEO

Gray.Swoope@visionfirstadvisors.com



TAB 01

Executive Summary

TAB 01

Executive Summary

August 14, 2019

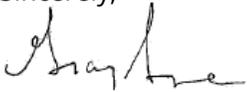
Our team at VisionFirst Advisors is excited about the opportunity to provide the following response to the strategic communications services RFP. While we do work in more than 30 states, Tallahassee is home, and it would be rewarding to build on the economic development strategic plan we developed for the Office of Economic Vitality while also supporting the Blueprint program.

We are fortunate to experience the value of Blueprint daily and recognize the importance today of having a holistic approach to economic/community development. Today, more than ever, vibrant local economies are driven by implementing a comprehensive strategy derived from community stakeholders to enhance such assets as transportation corridors, arts, talent and community collaboration and quality of place.

While the Blueprint projects and OEV plan are being implemented, it is important to communicate that success and provide channels for continued feedback. VisionFirst works every day with communities, utilities and businesses all over this country to find creative solutions that encourage the balance of quality of life and growing economically.

We look forward to the opportunity to work with the Tallahassee team once again.

Sincerely,



Gray Swoope
President & CEO

VISIONFIRST ADVISORS
STRATEGY | ACTION | RESULTS

NAME OF FIRM:
VisionFirst Advisors

MAILING ADDRESS OF FIRM:
3800 Esplanade Way
Suite 195 Tallahassee
Florida 32311

PHYSICAL ADDRESS OF FIRM:
3800 Esplanade Way
Suite 195 Tallahassee
Florida 32311

NAME OF CONTACT PERSON:
Gray Swoope
President & CEO

PHONE NUMBER:
850.558.6900

FAX NUMBER:
850.558.6901

CELL PHONE NUMBER:
850.320.3911

E-MAIL ADDRESS:
gray.swoope@visionfirstadvisors.com

BUSINESS STRUCTURE:
A wholly owned subsidiary of Butler
Snow LLP

NUMBER OF YEARS FIRM
IN BUSINESS: 4

PROOF OF LIABILITY INSURANCE:
Included & will add the city if
awarded

Total Number of Staff- Management:
3 Principals
5 Staff Members

DESCRIBE AND EXPLAIN ANY
LITIGATION, MAJOR DISPUTES,
CONTRACT DEFAULTS, AND LIENS IN
THE LAST TEN YEARS:
None

Company Profile

VisionFirst has established itself as a go-to firm in economic development marketing and communications consulting serving a diversity of clients from more than 30 states.

We are customer-driven, acting seamlessly as an extension of the client team to develop strategy, solve problems, and deliver results while mitigating risks and barriers. We offer customized solutions; we know that no two projects are the same and our approach is tailored to achieve each of our clients' goals. From the local community to state government and private corporations, the VisionFirst team has shaped successful economic development including marketing and communications at every level. With more than 100 years of collective experience, we utilize innovative research and personal outreach to deliver a quality product.

Services offered:

State, Regional & Local Economic Development Strategy	Result-Driven Marketing & Communications
Location Advisory & Site Selection	Organizational Structure & Management
High-Performing Teams Development	Collaborative Initiatives

In addition to President and CEO Gray Swoope, VisionFirst is solidified by our two principals, Melissa Medley and Griff Salmon. The trio have worked together seamlessly for more than a decade at both the state economic development executive level and now in a growing private practice. The same axioms for success exist today as they did when they began their partnership:

RESPECT + TRUST + REPUTATION + RESULTS

TAB 02

References

TAB 02

References

Ben Pingree, Director

**Department of Planning, Land Management
& Community Enhancement
Tallahassee-Leon County**

435 North Macomb Street
Tallahassee, FL 32301
Phone: 850.219.1060

Email: Ben.Pingree@blueprint2000.org

- Economic Development Strategic Plan including Marketing & Communications Recommendations
- April to October 2016

Ed Gardner

**Director, Business & Economic Development
Entergy Mississippi**

308 East Pearl Street, Suite 700
Jackson, Mississippi 39201
Phone: 601.969.2470

Email: egardn1@entergy.com

- Economic Development Strategic Plan
- Ongoing Marketing & Communications Support
- October 2015 to Current

Rosemary F Fagler

**Economic Development Manager
Weyerhaeuser**

13005 SW 1st Road, Suite 241
Newberry, FL 32669
Phone: 352.415.4518

Email: rose.fagler@weyerhaeuser.com

- Economic Development Site Advisory, Marketing & Communications Support on Industrial Properties
- May 2016 to Current

Scott Luth, CEO

FloridaWest Economic Development Alliance

3 West Garden Street, Suite 618
Pensacola, FL 32502
Phone: 850.898.220

Email: sluth@floridawesteda.com

- Development & Implementation of Comprehensive Marketing and Communications Plan for The Bluffs, Northwest Florida's Industrial Campus
- December 2016 through July 2017

Janel L. Carothers, Chief Development Officer

Hancock County Port & Harbor Commission

14054 Fred & Al Key Road
Kiln, Mississippi 39556
Phone: 228.467.9231

Email: jcarothers@hcphc.ms

- Development of Aviation and Aerospace Cluster Optimization Plan
- Strategic Marketing & Communications Planning & Implementation
- November to August 2017 (Plan Development)
- May 2018 - January 2019 (Marketing & Communications)

TAB 03

Experience/Past Performance

TAB 03

Experience/Past Performance

TALLAHASSEE-LEON COUNTY OFFICE OF ECONOMIC VITALITY

» Economic Development Strategic Plan including Marketing & Communications Recommendations

OPPORTUNITY: Tallahassee-Leon County is asset rich with a myriad of supporting organizations, partners, community stakeholders and planning bodies each with its own set of approaches that often directly and indirectly influence economic development. Without a common definition of economic development and agreed-upon direction, the community found itself unable to effectively make progress in economic development. As such, the community created the Office of Economic Vitality (OEV) to lead economic development efforts and engaged VisionFirst Advisors to develop its first strategic plan.

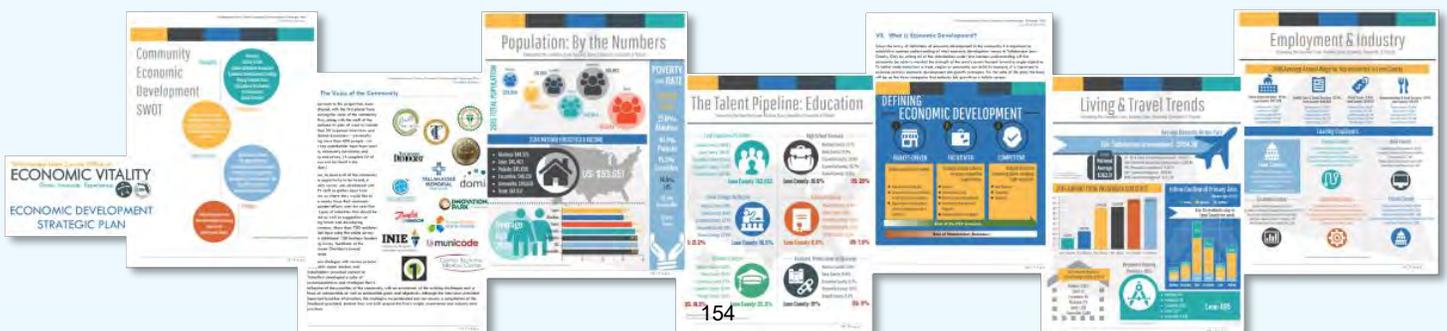
SOLUTION: Aligning stakeholders, strategic partners, public and private entities as well as Florida State University, which all impact economic development, was critical for OEV to be competitive in promoting the county. VisionFirst gathered input from more than 50 face-to-face meetings, strategy sessions, public listening forums and an online community-wide survey to integrate the voice of more than 1,100 community members as part of a [comprehensive strategic plan](#) for implementation over the next five years and beyond. The strategic plan identified four overarching goals and within each are suggested strategies with corresponding immediate, mid-term and long-term tactics and metrics. Each of the goals, along with associated strategies, tactics and measures, were represented as action plans with assignment of OEV staff and/or other organizations that would have a role in the execution of each strategy.

It was the strategic plan that identified opportunities surrounding FSU's National MagLab:

“OEV should focus in the short-term on positioning the region as a world capital of Laboratory, commonly referred to as the MagLab, is world renowned and provides an immediate competitive advantage in the marketplace.”

In addition, within the plan, VisionFirst outlined the initial steps of marketing and communications plan with outreach focused on audiences for each of the initiative areas as well as a plan to promote the business development efforts overall.

RESULT: Once delivered, the Tallahassee Democrat Editorial Board noted, *“... the strategy documents produced by Gray Swoope’s consulting firm VisionFirst Advisors are thorough, strategically driven and flat-out impressive.”* Since delivering the plan OEV has successfully launched and accomplished many of the goals and objectives.





FLORIDAWEST ECONOMIC DEVELOPMENT ALLIANCE

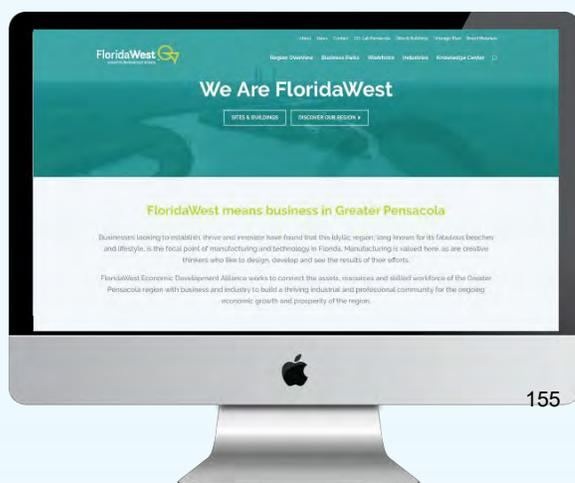
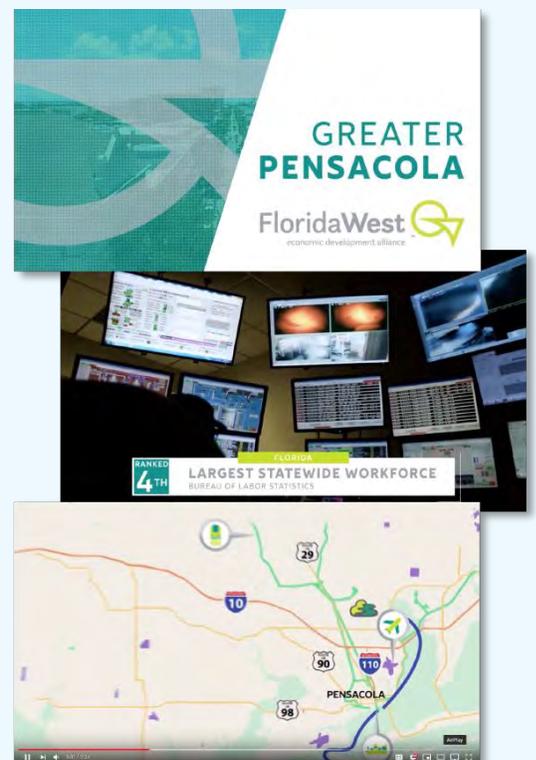
- » Phase I: Development of a Comprehensive Marketing and Communications Plan for The Bluffs, Northwest Florida's Industrial Campus
- » Phase II: Implementation of Marketing & Communications Plan

OPPORTUNITY: Project FOIL was the code name for an industrial campus, located in Escambia County, just north of the City of Pensacola. However, the community saw opportunity for greater expansion and created a master-planned development for additional heavy industry expansion. VisionFirst Advisors was selected to be a part of the planning team specifically to redefine and brand the development for promotion to key audiences in targeted industry sectors.

SOLUTION: VisionFirst initially defined the regional assets and benefits most significant to targeted industries and then developed tools and programs to reach decision makers to increase job growth and investment in the area. From there, VisionFirst developed an aggressive, multi-platform marketing and communications plan that included specific economic development messaging and outreach tactics to site selectors.

Following plan development, VisionFirst led the implementation of many of the strategies such as branding the site as "[The Bluffs, Northwest Florida's Industrial Campus](#)" along with graphic identification of each of the sub-sites, the development of a [website](#) along with an initial digital brochure, [drone videos](#), [site video](#), social and digital media outreach, marketing mailer specifically to site selectors as well as a full communications plan and program of work directed at building support among internal audiences. Each component layered the campaign's messaging which identified The Bluffs as a premier national industrial site.

RESULT: As a result of this comprehensive marketing and communications initiative, FloridaWest saw a project pipeline increase of job growth and investment opportunities. In addition, the [video](#) has won several awards, including a Gold Excellence in Economic Development Award for Video/Multimedia Promotion from the International Economic Development Council (IEDC). The campaign also won several local awards, including three Golden Addys at the American Advertising Federation Pensacola ADDY® Awards Gala for integrated campaign regional/national business-to-business direct mail: 3-D/mixed and internet commercial.



ENTERGY MISSISSIPPI

- » Economic Development Strategic Plan
- » Ongoing Marketing & Communications Support

OPPORTUNITY: The leadership of Entergy Mississippi, Inc. wanted to bring its 45-county service area to a point of greater economic success – particularly the Mississippi Delta, one of the most economically blighted areas of the nation. Entergy entrusted this effort to VisionFirst because of the firm's depth of understanding in all realms of economic development. Entergy's leadership wanted more than a plan; they wanted to build intellectual capacity and alignment among the economic developers and stakeholders within the region to grow jobs and prosperity.

SOLUTION: VisionFirst Advisors developed a comprehensive strategic plan and aggressive marketing and communications recommendations. The plan and recommendations are supported through ongoing advice and counsel on community and program development as well as marketing and communications implementation activities. The communications efforts were aimed at reaching and motivating two different audiences:

1. Internal stakeholders to increase collaboration and competitiveness within the service area;
2. External audiences to elevation the region's preference among business decision makers and motivate action.

RESULT: Since the initial engagement with Entergy four years ago, VisionFirst has developed a myriad of marketing and communications materials to promote the region to both internal and external stakeholders, including infographics, newsletter content, workforce profiles that demonstrate the talent surrounding available properties, content for targeted industry brochures, social media content and graphics, [blogs](#), [qualified site videos](#), brochures, advertising and events.

ECONOMIC DEVELOPMENT QUALIFIED SITE PROGRAM

Entergy MISSISSIPPI BUSINESS DEVELOPMENT

DESIGNED TO ASSIST BUSINESSES TO GO FROM CONCEPT TO OPERATIONS AS QUICKLY AND EFFICIENTLY AS POSSIBLE

QUALIFIED ENTergy MISSISSIPPI'S QUALIFIED ECONOMIC DEVELOPMENT SITE PROGRAM CERTIFIES THAT IN-DEPTH ANALYSIS OF THE PROPERTY HAS BEEN COMPLETED BY PROFESSIONAL ENGINEERS AND OTHER RELEVANT SPECIALISTS AND THAT THE RESULTS OF SUCH STUDIES ARE AVAILABLE FOR REVIEW

Entergy Madison Mega Site Workforce Profile Data

POPULATION: 619,769 (Drive Time 45 Minutes)

MEDIAN AGE: 35.8 (Below the Mississippi average of 37 and the US at 37.7)

NEARLY 250,000 people in labor force that are 25-54 years working age

AVERAGE ANNUAL SALARY: \$41,325

61.1% Labor Force Participation Rate (Higher than the state)

4.3% Union Membership (Below the state and the nation)

38.2% Associate's Degree or Higher (Higher than the state)

89% Cost of Living Score (Cost of living is 11% lower than the national average)

11 Higher Ed Institutions with more than 40,000 enrolled and awarding nearly 10,000 certificates & degrees in 2017.

Advanced Industries with the Most Employment (Brookings listing of the 50 industries that constitute the Advanced Industry Sector)

- Motor Vehicle Manufacturing (C81): 4,526
- Wind and Wireless Telecommunications Carriers (B12): 2,267
- Motor Vehicle Parts Manufacturing (D36): 2,105
- Architectural, Engineering, and Related Services (A41): 1,896
- Computer Systems Design and Related Services (D41): 1,225

MADISON MEGA SITE - 45 Minute Drive Time is defined as the following counties: Attala County, Mississippi; Hinds County, Mississippi; Itawamba County, Mississippi; Humphreys County, Mississippi; Leflore County, Mississippi; Madison County, Mississippi; Rankin County, Mississippi; Scott County, Mississippi; Tensas County, Mississippi

AVERAGE COMMUTE TIME: 24 MINUTES

Mississippi is forging a future in primary metals.

From construction-related metal products to automotive-grade rolled steel, this robust industry finds the skilled workers, suitable sites, transportation infrastructure and reliable electricity at competitive rates in the Entergy Mississippi service area. Explore a future for your primary metals business in Mississippi.

Entergy

RELIABLE ELECTRICITY AT RATES TYPICALLY 20% LOWER THAN THE NATIONAL AVERAGE

INDUSTRY SNAPSHOT (2018) PRIMARY METAL MANUFACTURING BENCHMARK

STATE	EMPLOYED	% EMPLOYED	AGG. PAY ROLLS
ENTERGY MS	2,840	3.2%	\$8,700
UNITED STATES	101,446	0.9%	\$8,840

TALENT IN ABUNDANCE

THE ENTERGY MISSISSIPPI AREA'S WORKFORCE IS QUALITY AND FLEXIBLE, WITH 10% EMPLOYED IN MANUFACTURING.

AVERAGE WAGES IN ENTERGY MISSISSIPPI'S SERVICE AREA ARE 11% LOWER THAN THE U.S. AVERAGE AND NEARLY 3% LOWER IN THE MANUFACTURING INDUSTRY.

THREE AREAS TO ATTRACTION

- 1. RELIABLE ELECTRICITY AT RATES TYPICALLY 20% LOWER THAN THE NATIONAL AVERAGE
- 2. TALENT IN ABUNDANCE
- 3. TRANSPORTATION

TWO MAJOR ADVANTAGES

- 1. MAJOR MANUFACTURING COMPANIES
- 2. MAJOR MANUFACTURING COMPANIES

TRANSPORTATION

- 1. FIVE CLASS I RAILROADS
- 2. MISSISSIPPI RIVERS
- 3. SIX MAJOR AIRPORTS
- 4. 20 MAJOR HIGHWAYS

BUSINESS CLIMATE

THE COST OF DOING BUSINESS IN MISSISSIPPI IS 1% BELOW THE NATIONAL AVERAGE ACCORDING TO THE FORBES LIST OF THE "BEST STATES FOR BUSINESS."

INNOVATIVE RESEARCH & DEVELOPMENT

Entergy Mississippi is committed to providing tools and resources that make locating in Mississippi a great choice.

ENTERGY MISSISSIPPI - IT'S HEATING UP

Entergy Mississippi is committed to providing tools and resources that make locating in Mississippi a great choice.

CONTACT MISSISSIPPI AS A GREAT HOME FOR YOUR PRIMARY METALS BUSINESS

Entergy Mississippi
801-966-2448

WE POWER LIFE



HANCOCK COUNTY PORT & HARBOR COMMISSION

- » Aviation and Aerospace Cluster Optimization Plan (EDA Grant)
- » Strategic Marketing and Communications Strategy & Deliverables

OPPORTUNITY: Long a target of Hancock County and the Gulf Coast region, the aviation and aerospace industry continues to be poised for dynamic growth especially in niche sectors such as unmanned systems and commercial space. Utilizing EDA grant funds, VisionFirst Advisors was selected to develop an Aviation & Aerospace Optimization Plan for the Hancock County Port and Harbor Commission (HCPHC) to enhance the aviation and aerospace cluster in the 30-minute region.

SOLUTION: Building on stakeholder feedback, research and industry best practices, the final plan outlined five overarching strategic initiatives as way to optimize the county's assets for aviation and aerospace industry recruitment. The plan leverages Hancock County's assets needed to serve as an epicenter for aerospace and aviation in Mississippi and the Southeast, from propulsion rocket testing and Special Boat Team-22's riverine training at Stennis Space Center to Rolls Royce's jet engine testing and Tyonek's aircraft overhaul platforms.

VisionFirst's strategic plan allowed the community to recognize its position on the national stage of space exploration. As a result, HCPHC retained VisionFirst to develop proactive strategic marketing and communications strategy to focus on their historic, current and future efforts in this expanding niche industry. The marketing and communications plan served as a catalyst for identifying what key audiences believe about the region's role in aviation, space and aerospace. Implementing the plan ensured that HCPHC effectively maximized its resources by establishing priorities and focusing on those critical tasks.

RESULT: In addition to the marketing and communications plan, VisionFirst developed a suite of data and corresponding talking points highlighting the region's assets that served as the basis for all new outreach materials, including [brochures](#), social media, advertising and [press releases](#) as well as internal communications such as messaging for grasstop members.



WEYERHAEUSER

- » Economic Development Site Advisory
- » Marketing & Communications Support on Industrial Properties

OPPORTUNITY: Weyerhaeuser works with local communities to identify strategic economic development opportunities near and around its land holdings. This allows the company to realize the full potential value of its land in a win-win relationship with its communities. Weyerhaeuser manages the vast majority of its lands as working forests – considering just a small portion of its holdings for development. When Weyerhaeuser identifies land as a potential development project, the company works to ensure the planning process is thorough and meets the expectations of a wide range of stakeholders. Weyerhaeuser retained VisionFirst to serve as an extension of its team to assist in economic development needs and activities associated with industrial property holdings.

SOLUTION: Over the last three years, VisionFirst has assisted in site development and marketing assistance in Gainesville, Florida; Lake City, Florida; Dublin, Georgia and St. Tammany Parish, Louisiana. Working with a Fortune 500 company who is one of the largest landowners in America presents unique communications issues and corporate-citizen responsibilities. VisionFirst’s messaging for the company underscores its environmental commitment while also positioning it as a champion of economic issues such as workforce development demonstrating and overall commitment to the communities it serves. Through VisionFirst’s efforts, Weyerhaeuser has built robust [websites](#) with messaging and data that enhances site competitiveness. VisionFirst has also spearheaded the design and messaging around a newsletter strictly for the industrial properties. The content is then segmented into social media posts for LinkedIn and partner usage.

RESULT: Through VisionFirst’s strategic counsel along with marketing and communications assistance, Weyerhaeuser has seen an increase in interest in the sites. VisionFirst is also developing a workforce analysis that will shape talent pipeline efforts as well as messaging to better position workforce as a competitive advantage in the communities served.



THE PARTNER YOU DIDN'T KNOW YOU HAD
FOUR QUESTIONS WITH ROSE FAGLER

As one of the world's largest private owners of timberlands, why does Weyerhaeuser place such an emphasis on economic development?
Successful economic development and the projects that come as a result offer exponential return on investment and opportunity. The projects are not just opportunity for Weyerhaeuser or the company that chooses to locate on one of our sites, but also to the community and their residents. With each successful project, we hope to see increased land values, job and career growth as well as a stronger tax base to fund infrastructure and schools to ensure a vibrant community. Large-scale economic development projects should go beyond the transaction to create positive transformation within the community.

Weyerhaeuser has made a significant commitment at each of the sites to ensure the locations are ready for development. Why is that important?
Our sites offer an unmatched speed to market. We know companies and business decision makers have hundreds of sites from which to choose. Our sites offer the ability to get a product to market faster and with little uncertainty regarding timelines for development. Weyerhaeuser's portfolio of sites allows companies to beat their competitors to market through the elimination of risk.

Each of the communities that the sites are in is unique. How does Weyerhaeuser partner with the communities on a project?
We are more than just partners; we are an extension of the community's economic development team. Each economic development partner in the process has similar goals, and we all realize the benefits of a successful location when we work together. We also bring a team of experts that helps position the site and community for greater success for all those involved. What's even more significant is that we will continue to be an extension of that team long after the project is announced – we are committed to both the community and the company.

How does Weyerhaeuser's brand and the long-term commitment to growth support the development of the sites?
As a major private corporation, we believe selling the land is more than just the sale and purchase. Rather, Weyerhaeuser will be a long-term partner in the development of the site. When a company locates on one of our sites, we will work with that company to determine opportunities that best fit the site as well as existing industry already located on the property. We believe it is a significant advantage to have Weyerhaeuser as the landowner who understands the needs, risks and goals of the companies who locate on our sites.

FOUR OUTSTANDING OPPORTUNITIES

- 4 SITES** TOTALING OVER **5,700 ACRES**
- TAMANEND** ZONED FOR UP TO **480,000 SQUARE FEET** OFFICE DEVELOPMENT
- Heart of Georgia** ZONED FOR UP TO **57 MILLION SQUARE FEET** FOR MANUFACTURING, INDUSTRIAL & DISTRIBUTION DEVELOPMENT
- North Florida's Mega Industrial Park** **58 MILES** LOCATED NEAR UNIVERSITY OF FLORIDA
- North Florida's Mega Industrial Park** **JAXPORT** A 1,000+ ACRE FULL SERVICE INTERNATIONAL TRADE SQUARE WITH SERVICE FROM 40 SECURE COUNTRIES
- North Florida's Mega Industrial Park** **8TH BEST PUBLIC UNIVERSITY** U.S. NEWS & WORLD REPORT (2019)

READY FOR MORE? CONTACT US TODAY »

Entrepreneur named TAMANEND as one of the **100 BEST** BEST ETHICAL COMPANIES®
INTEREST 306.970.9222

CR RAINBOW NAMED as one of the **100 BEST** CORPORATE CITIZENS
CITIZENSHIP 2019-2021

Rosemary F. Fagler
Economic Development Manager | Weyerhaeuser
332-415-4318 | rose.fagler@weyerhaeuser.com
www.weyerhaeuser.com
www.weyerhaeuser.com/land/development/projects

TABS 4 & 7

Planning Activities, Statement of Work Requirements & Approach

TABS 04 & 07

Planning Activities, Statement of Work, Requirements & Approach

Approach:

Our team of diverse professionals not only brings more than 100 years of combined experience to the table but does so utilizing specific, relevant and hands-on expertise in:

- Leading state economic development agencies;
- Spearheading communication, engagement and advocacy efforts at the national, state and local level;
- Analyzing data sources to uncover and act upon industry and community trends;
- Increasing transparency and accountability of organizations;
- Strengthening organizational competitiveness and capacity; and
- Developing successful initiatives that transform communities.

Our performance is based upon competitive distinctions:

- **Extensive Experience in Strategic Communications:** Having served at local, regional, state and national levels, we understand that having an integrated plan with aligned and targeted messaging provides the foundation for successfully reaching and persuading a diversity of audiences.
- **Deep Understanding of the Public Sector:** Decades of executive level experience in the public sector has given us the insight and knowledge on successfully navigating challenges, proactively communicating and mitigating risk on sensitive high-dollar public programs while adhering to Florida's broad public records laws.
- **Unmatched Economic Development Know-how:** VisionFirst Advisors developed OEV's first ever strategic plan, which is currently being implemented. No other firm in the region has decades of experience in successful economic development communications and marketing.
- **Local Knowledge:** As long time Tallahassee residents, we are passionate about our community and ensuring public funds build our local economy, create jobs, strengthen our community and serve the greater good.

We know that successful communications strategies cannot rely on business-as-usual cookie cutter formulas but must be tailored to fit the unique needs of each client. Unlike firms with little or no economic development or infrastructure experience, we use a proven mix of strategic tactics and adaptive messaging that will generate understanding and engagement from your specific audiences. We understand the need to communicate and engage both internal audiences to encourage collaboration as well as external audiences to create awareness and increase competitiveness. Below you will find a suggested approach to our work that will be customized to fit your exact needs.

Situation:

The Blueprint Intergovernmental Agency, and the programs under it of the OEV and the Blueprint infrastructure program, are responsible for millions of taxpayer dollars and numerous projects that impact the lives of residents each day. Successful messaging that highlights the importance, the process and the progress of Blueprint's investments and their community-wide impact is critical.

But there are nuances in the audiences for each program that must be segmented to ensure the right message reaches the right audience at the right time. **VisionFirst is the only local team that can provide that expertise.**

While the Blueprint program and projects are fairly well known by voters, ongoing public engagement is critical to the program's successful continuance especially as a new phase of projects is set to begin. Additionally, understanding that there will always be misunderstanding and misgivings about a project, early identification and engagement of stakeholders is critical. We have been there as executives who have messaged highly complex environmental and infrastructure projects such as hurricane recovery and Everglades restoration. But even more importantly, we understand this community, because we live and work here. The firm takes a proactive approach to delineate stakeholder interests and mitigate potential hurdles, using customized messaging and channels to align and promote project impact and remove barriers to success early in the process.

Although the OEV also has a strong local messaging component to convey on how the community is being marketed and funds spent, there is a unique audience that the office must constantly engage - business decision makers and site selectors. In today's global business climate, successful economic development organizations understand and embrace their role as sales and marketing entities. Utilizing proven communications strategies in tandem with business recruitment and retention initiatives will position the OEV for greater long-term success among this audience.

Developing and implementing an economic development communications plan will help ensure that OEV makes the most of its resources by establishing priorities and focusing on the most important tasks. Once the communications plan is further defined and developed alongside and in conjunction with the marketing efforts - such as the new website - OEV can clearly delineate its objectives and target audiences. Furthermore, a solid communications plan will help ensure that all internal audiences involved in the community's economic development efforts are aware of the goals, strategies, metrics and, most importantly, the agreed upon messages.

Objectives:

- Build engagement, trust, transparency and advocacy through strategic communications.
- Identify economic development and infrastructure industry trends to develop persuasive and customized messaging that will resonate with target audiences.
- Increase the level of goodwill for business entities and their projects by anticipating perceptions and mitigating potential hurdles.
- Increase Tallahassee-Leon County's profile/brand awareness to position the community as a prime location for relocation and expansion in key target industries.
- Foster engagement from key stakeholders in support of the project strategies being undertaken and clearly communicate the outcomes to a diverse audience.
- Enhance the credibility of the entities in their effectiveness to increase economic vitality and quality of life in Tallahassee-Leon County.

Process:

1. Identify, survey and interview key stakeholders to gain perspectives on projects, perceptions and goals.
2. Analyze the data to identify trends and alignment.
3. Reconfirm goals with staff and/or project team.
4. Design an annual program of work, along with agreed upon goals, objectives, tactics and measurements of success.
5. Execute the plan with staff.
6. Measure success regularly.
7. Execute a feedback loop - provide regular reports on plan implementation and goal attainment.

Tactics:

The following provides a general overview of the tactics VisionFirst will undertake, but this should not be considered an exhaustive listing. VisionFirst will work closely with the team to add strategies and tactics that can further enhance the objective to create awareness for the efforts, programs, projects and initiatives of each of the three entities.

- Develop and manage a 12-month program of work for strategic communications; revisit the calendar every quarter to assess progress. The plan would segment work among the Intergovernmental Agency and its committees; Blueprint's infrastructure program and the OEV.
- Plan and conduct a research process (including but not limited to a survey, focus groups and other community-based, participatory methods) to better understand perceptions. Build off the public engagement plan strategies and tactics presented to the IA at the June 2019 meeting.
- Gather, analyze, refine and translate qualitative information, data, and anecdotes, highlighting opportunities while simultaneously building community capacity for storytelling.
- Incorporate research into a messaging platform to effectively and inclusively communicate efforts, programs, projects and initiatives.
- Guide development of a messaging toolkit and conduct trainings for partner organizations and stakeholders.
- Develop relevant messaging that can take advantage of current opportunities, events, programs and projects for diverse audiences.
- Build a messaging platform that can be used in various channels, including earned media, social media and paid traditional media. Geo-target key audiences through timely/relevant channels to drive awareness, create an emotional connection and educate on key actions, and drive traffic to websites.
- Create messaging that sells Tallahassee-Leon County as a business destination.
- Draft news releases, advisories and backgrounders to promote programs, projects and initiatives that can lead to media placement in local and industry media outlets.
- Position the IA, Blueprint and the OEV as leading and trusted sources of appropriate information for the media and the public.
- Assist in the development of digital communications tools such as presentations, digital advertising, social media and brochures.
- Evaluate and recommend enhancements to the new websites to better reach relevant audiences.
- Develop recommendations for social media outreach, targeting appropriate audiences on multiple social media platforms in a strategized communications flow that emphasizes engagement.

- Research and suggest public appearance opportunities, such as community events.
- Proactively seek announcement opportunities that increase transparency regarding projects and initiatives.
- Develop and maintain influencer list for the entities. Develop echo chamber of influencers and decisionmakers to build credibility and acceptance for interagency decisions, entities and community enhancements.

Work Plan:

Effective program management is critical to executing a large complex multi-year project with many simultaneous and parallel workflows. Our team is highly capable and accomplished in managing multi-year, highly public programs that must be executed with precision and operate efficiently to achieve results. Our program management approach is simple and straightforward and will build capacity for your local government and leverage technology to organize implementation while ensuring adherence to Florida's broad public records laws.

We propose one point of contact for each organization – the IA, Blueprint and OEV – which will streamline communications and eliminate confusion. We will deploy a technology package customized for this program that will promote effective project management across a broad cross section of stakeholders and end users.

Our project management and communication plan will ensure continual project communications is distributed to the IA, Blueprint, OEV, team partners, data providers, local stakeholders, as appropriate, and will include a variety of tools, including:



Email
Communications



In-Person
Meetings



Skype/Web
Meetings



Basecamp



Dropbox



Office 365 OneDrive

--- Technology Solutions ---

Applying the right technology solutions will facilitate ease of project workflows, document controls, cost control and communications. Our team is familiar and comfortable with industry leading project management software and can customize a technology package to meet the needs of managing the project.

Metrics, Reporting & Evaluation:

- Monthly progress meetings.
- Quarterly reports with progress on goals, tactics and associated metrics.
- Annual report to include progress on goals, tactics and associated metrics.

TAB 05

Staffing Plan

TAB 05

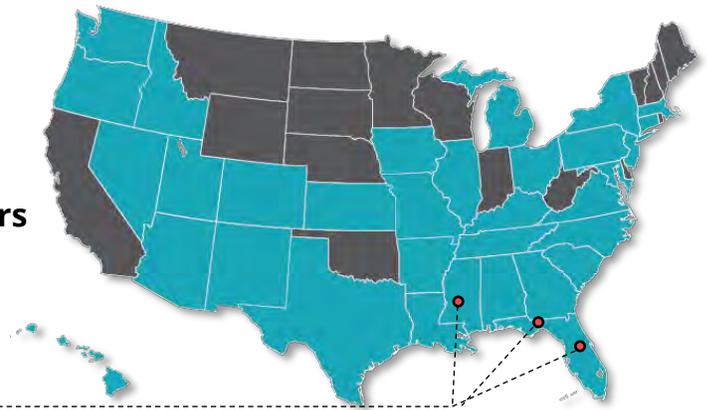
Staffing Plan

30+ States represented in VisionFirst's client base (*and growing*) in just over **4 years**

5 Fortune 500 companies represented

3 Office locations 

100+ Collective years in the field



Numerous high-profile communication issues managed successfully



VisionFirst Advantage

VisionFirst represents some of America's leading companies including five on the Fortune 500.

VisionFirst brings a distinguished team to the project. As experienced C-level executives, we are strategic thinkers who are able to break down strategy into implementable work plans. Our team's capacity is the result of demonstrated expertise in:

- Understanding of how to use **communications** as both a strategic and tactical tool.
- Convening institutions, community leaders, stakeholders and taxpayers to **create synergies** for transformational community impact.
- Leveraging effective marketing and communications **strategies that increase** the business development project pipeline.
- Understanding how to **reach each target audience** in their own language and motivate them to action.
- **Combining** international **expertise** with intimate local **knowledge** to aid clients and boards seize opportunities, articulate programs and projects, avert crises, stake a competitive position and preserve public trust.
- Serving as a **trusted partner** confidentially to help communities while understanding and adhering to Florida's broad public records laws.

Your Team:

As your partners we bring extensive marketing and communications experience, economic development expertise, in-depth understanding of Florida’s public records laws and process management know-how to drive the outcomes for this engagement. While VisionFirst has offices in Orlando and Jackson, Mississippi in addition to Tallahassee, our local Southwood location will serve as the primary office for this engagement.

We bring four executive level marketing and communications professionals to the engagement, but all the VisionFirst team will be intimately involved. We pride ourselves on providing a custom approach that leverages the knowledge and expertise of each staff member to listen to our client’s vision, form strategies to achieve well-defined objectives, connecting people that can make a difference and delivering solutions to our clients.

Our team provides an integrated project delivery structure in which the necessary expertise is embedded in the process. This structure promotes orderly, efficient delivery of services. Our experience favors simplicity in the team structure to allow for streamlined responsiveness, delegation, and clarity of communication. Our team structure achieves these important metrics by providing a clear, single point of contact.

The skills and experience possessed by our team capture all of the required expertise necessary for project success. Integrating the expertise in the programmatic process eliminates the need for the client and other project stakeholders from having multiple points of confusing contact and communication.

ROLES & RESPONSIBILITIES //

ROLES	RESPONSIBILITIES
<p>PROJECT EXECUTIVES Gray Swoope, President & CEO</p>	<ul style="list-style-type: none"> Guides and directs project strategy
<p>PROJECT LEADS Melissa Medley, Principal Nancy Blum-Heintz, Senior Consultant</p>	<ul style="list-style-type: none"> Central point of contact and coordination with Intergovernmental Agency, Blueprint and OEV Ensures availability and commitment of resources Responsible for team project performance Provides program updates to Intergovernmental Agency, Blueprint and OEV
<p>PROJECT TEAM Deena Reppen, Consultant (Tallahassee, FL) Greg Word, Senior Consultant (Jackson, MS)</p>	<ul style="list-style-type: none"> Works with lead on all project components Coordinates, drafts and executes project deliverables Collaborates with stakeholders
<p>PROJECT SUPPORT Griff Salmon, Principal (Orlando) Kathy Gelston, Senior Consultant (Jackson, MS)</p>	<ul style="list-style-type: none"> Offers economic and community development guidance and expertise
<p>ADMINISTRATIVE SUPPORT Molly Pflanz, Office Manager</p>	<ul style="list-style-type: none"> Coordinates contracts, billing and invoices

Meet our Team

A team assembled of diverse experience.



GRAY SWOOPE
PRESIDENT + CEO

- Former Florida Secretary of Commerce
- Former Executive Director of the Mississippi Development Authority
- Led Local Economic Development Efforts
- Capital & Investments
- Business Formation



MELISSA MEDLEY, CME
PRINCIPAL

- Economic Development Strategy
- Marketing & Communication Strategy
- Stakeholder Engagement & Facilitation
- Rural Economic Development
- Entrepreneurialism



GRIFF SALMON
PRINCIPAL

- Location Advisory
- Asset Review & Inventory
- Future Trends & Risks
- Business
- Development & Retention
- Global Trade



NANCY BLUM-HEINTZ
SENIOR CONSULTANT

- Strategic & Crisis Communications
- Workforce & Demographic Research
- Community Strategy
- Public Records & Transparency Policies
- Strategic Planning & Best Practices



GREG WORD
SENIOR CONSULTANT

- Graphic Design, Branding & Marketing
- Research & Analysis
- Community Strategy
- Asset Review & Inventory
- GIS-Mapping & 3-D Modeling



DEENA REPPEN
CONSULTANT

- Board Relations
- Government and Public Affairs
- Strategic Communications
- Public Outreach, Involvement & Engagement
- Strategic Planning
- Education, Environmental and Water Policy



KATHY GELSTON
SENIOR CONSULTANT

- Government Finance
- Deep Understanding of State Taxation
- Incentives Contracting & Compliance
- Public/Private Partnerships
- Complex Financial Mechanisms



MOLLY PFLANZ
OFFICE MANAGER

- Financial Controls & Accounting Best Practices
- State & Local Purchasing Procedures
- Contract Management
- Client Communications
- Organizational Controls & Operations

TALLAHASSEE, FL

SouthWood One
3800 Esplanade Way
Suite 195
Tallahassee, Florida 32311
(850) 558-6910

ORLANDO, FL

941 Morse Boulevard
Suite 100
Winter Park, Florida 32789
(407) 775-2960

JACKSON, MS

Renaissance at Colony Park
1020 Highland Colony Pkwy
Suite 1400
Ridgeland, Mississippi 39157

TAB 06

Resumes

TAB 06

Resumes

GRAY SWOOPE, PRESIDENT & CEO

Tallahassee, Florida //

A recognized leader in economic development and site selection, Gray Swoope is president and chief executive officer of VisionFirst Advisors. After a successful 30-year career in economic development, Gray launched the VisionFirst consulting practice in 2015. The firm, a wholly owned subsidiary of Butler Snow LLP, partners with a diverse base of private and public sector clients to develop effective pathways for success.

In just four short years, VisionFirst's clients include five Fortune 500 companies in a variety of industries including data centers, automotive, manufacturing and distribution. VisionFirst is known for being a highly effective team that can accomplish multi-faceted site selection and deliver implementable strategy. Still economic developers at heart, VisionFirst understands what it takes to perform at high levels during extremely difficult times such as the aftermath of Hurricane Katrina, the BP Deepwater Horizon oil spill and the 2008 Great Recession.

Prior to starting VisionFirst, Gray served in Florida Governor Rick Scott's administration (2011-2015) as secretary of commerce and president and CEO of its public/private economic development organization, Enterprise Florida, Inc. Under his leadership, Enterprise Florida elevated its economic development presence and delivered the best results in the organization's history. Florida announced competitive project wins during his tenure that included Amazon, Bristol-Myers Squibb, Hertz, Navy Federal Credit Union, Northrop Grumman and Verizon.

Before joining Governor Scott, Gray served as the executive director of the Mississippi Development Authority (MDA) under then Governor and current VisionFirst board chair, Haley Barbour. During his tenure at MDA, Gray played a vital role in recruiting companies such as Toyota, PACCAR, GE Aviation and SeverCorr (now Steel Dynamics) to the state. In addition, Gray's leadership following Hurricane Katrina was critical to Mississippi's recovery efforts. MDA acted as the state's fiscal agent for \$5.4 billion of the federal recovery package appropriated through the Department of Housing and Urban Development. The MDA team created many of the recovery programs being used today for natural disasters like Hurricanes Sandy, Harvey, Irma and Florence.

Gray is passionate about economic development, having served at all levels representing both urban and rural regions. A constant student of the profession, he never stops the pursuit of learning and applying this knowledge for success in today's fast-paced economy. Gray earned both undergraduate and graduate-degrees from Mississippi State University.

Team Leader

- Former Florida Secretary of Commerce
- Former Executive Director of the Mississippi Development Authority
- Led Local Economic Development Efforts
- Capital & Investments
- Business Formation



MELISSA MEDLEY, CME, PRINCIPAL

Tallahassee, Florida //

A keen economic development strategist, Melissa is experienced in the full array of disciplines under the strategic planning and marketing umbrella. Prior to joining VisionFirst, Melissa served as part of the Enterprise Florida (EFI) executive team as chief marketing officer. There, in addition to setting Florida's economic development marketing strategy, she headed the successful creation and funding of Team Florida, a unique partnership of private sector investors and economic development leaders cooperating to promote Florida as a business location. Under her leadership, Team Florida in its first 24 months raised \$2.5 million in private funding and secured public funding totaling \$10 million.

Melissa and her team developed and launched the state's first collaborative campaign to position Florida as an ideal destination for business. She launched a similar successful program in Mississippi while leading the state's economic development marketing efforts as CMO for the Mississippi Development Authority. The Team Mississippi partnership of the state's electric utilities successfully collaborated to promote the state for business investment and job creation. Additionally, Melissa guided the state's strategic marketing and communications efforts through the aftermath of both Hurricane Katrina and the BP oil spill, successfully positioning the state as open for business. Melissa served as the spokesperson for two states communicating with both site selector and community partners.

In addition to her expertise in economic development strategy, Melissa has built a reputation for leading effective facilitation sessions for strategic outcomes. Melissa earned a bachelor's degree from the University of Southern Mississippi and is certified in marketing management by the Accreditation Institute of Sales and Marketing Executives International, Inc.

Areas of Expertise:

- Economic Development Strategy
- Marketing & Communication Strategy
- Stakeholder Engagement & Facilitation
- Rural Economic Development
- Entrepreneurialism



Areas of Expertise:

- Location Advisory
- Asset Review & Inventory
- Future Trends & Risks
- Business
- Development & Retention
- Global Trade

GRIFF SALMON, PRINCIPAL

Orlando, Florida //

Griff serves as a principal for VisionFirst Advisors in Orlando. His extensive background in operations and business development allows him to offer a unique perspective to economic development organizations and companies looking to expand or relocate. Prior to joining VisionFirst, Griff served as the executive vice president and chief operating officer for Enterprise Florida (EFI), where under his leadership the business development team announced project wins such as GE, Amazon and Lockheed Martin. In addition, Griff effectively managed the organization's divisions to strategically focus resources while his collaborative management style led to partnerships with a statewide network of regional and local economic development organizations.

Griff also served as director of the Mississippi Development Authority's (MDA) Global Business division. At MDA, the business development team announced projects from companies such as GE Aviation, Toyota, PACCAR and McKesson. Griff was also congressional liaison for MDA's Federal Department of Defense and Congressional Liaison Bureau where he worked to maintain military presence in the state as well as expand capabilities to secure future missions as part of the federal government's Base Realignment and Closure Act. Griff earned a master's degree in public policy and administration at Mississippi State University and a B.S. from Millsaps College.



Areas of Expertise:

- Strategic & Crisis Communications
- Workforce & Demographic Research
- Community Strategy
- Public Records & Transparency Policies
- Strategic Planning & Best Practices

NANCY BLUM-HEINTZ, SENIOR CONSULTANT

Tallahassee, Florida //

Nancy brings nearly two decades of executive-level marketing, communications, government relations and economic development expertise to VisionFirst. Nancy previously served as the national director of communications for the Foundation for Excellence in Education (ExcelinEd), a leader in education reform that designs policy and implementation strategies to improve our nation's educational attainment and workforce competencies.

Nancy worked alongside VisionFirst's principals when she served as vice president of strategic alignment and communications at Enterprise Florida (EFI). In that position, she developed policies and strategies for the organization to adhere to Florida's strict public records laws while at the same time balancing necessary client confidentiality.

Nancy succeeded at bringing greater strategic vision to communications by expanding the use of proactive communications, strategic outreach and social media to improve media coverage and website engagement.

Nancy moved to the EFI position after serving as chief communications officer for the Department of Economic Opportunity (DEO). She has also served in leadership roles at several state agencies in Florida including the Department of Health and the Department of Environmental Protection. While at the Department of Environmental Protection, Nancy led issue management campaigns for high profile environmental events such as Everglades restoration, the Apalachicola- Chattahoochee- Flint River System water disputes as well as the Deepwater Horizon oil spill.

Nancy earned her bachelor's degree from Florida State University and is a certified user of Chmura's JobsEQ.



GREG WORD, SENIOR CONSULTANT

Jackson, Mississippi //

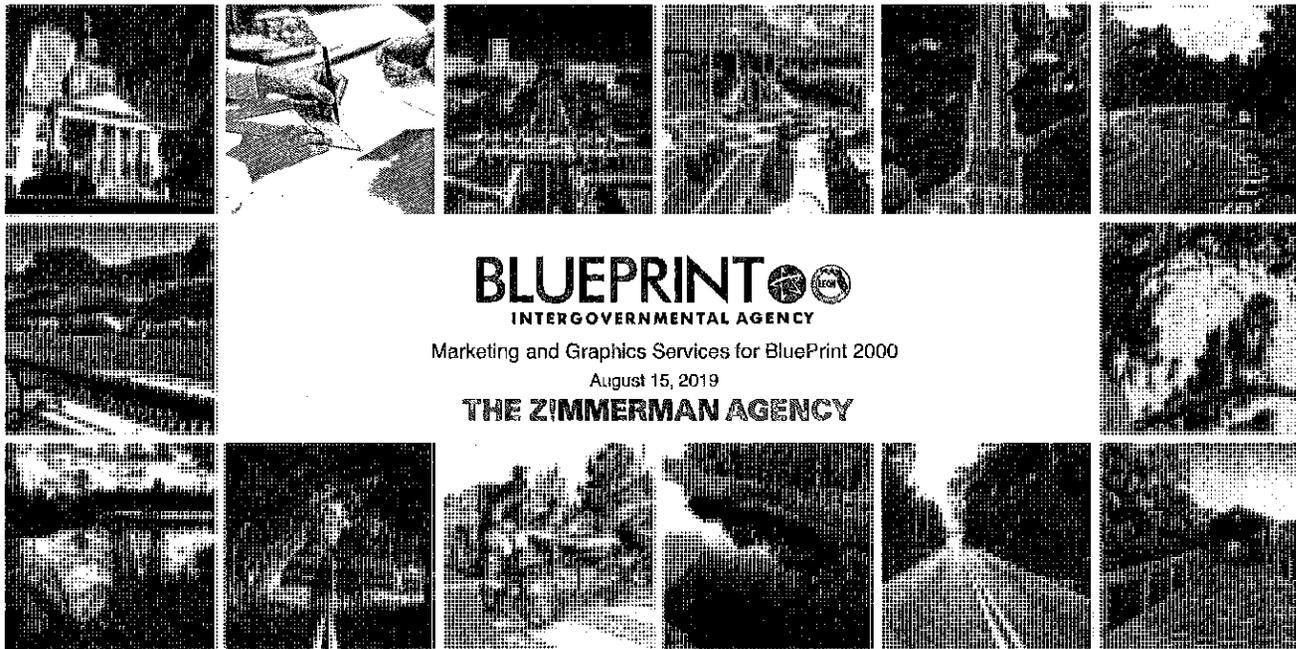
Greg complements the existing team with a scope of experience that is both broad and specialized in product development, research and analysis, industrial building and site evaluations, lead generation, economic research packages, GIS-based mapping as well as 3-D modeling and virtual reality profiles. He has been recognized for his work in marketing and design ranging from branding, identity and logo design to prospect-centered packaging, proposals, digital renderings, print and digital advertisements as well as interactive presentations.

Greg most recently served as senior vice president of Economic Development for the Greater Jackson Alliance. In this role, the organization was recognized by Community System's Digital 25 as an "organization that best uses digital technology to differentiate its community online to better serve businesses." Most recently, he was recognized as North America's Top 50 Economic Developers by Consultant Connect. Prior to joining the Alliance, he was bureau manager of Business Intelligence and Support for the Mississippi Development Authority. Greg also served as manager technical/graphic services for North Mississippi Industrial Development Association. In these roles, his involvement in economic development teams helped produce numerous successful projects resulting in more than \$3 billion in investment and thousands of announced jobs.

A graduate of Mississippi State University, Greg currently serves on the board of directors for the Mississippi Economic Development Council as Past President.

Areas of Expertise:

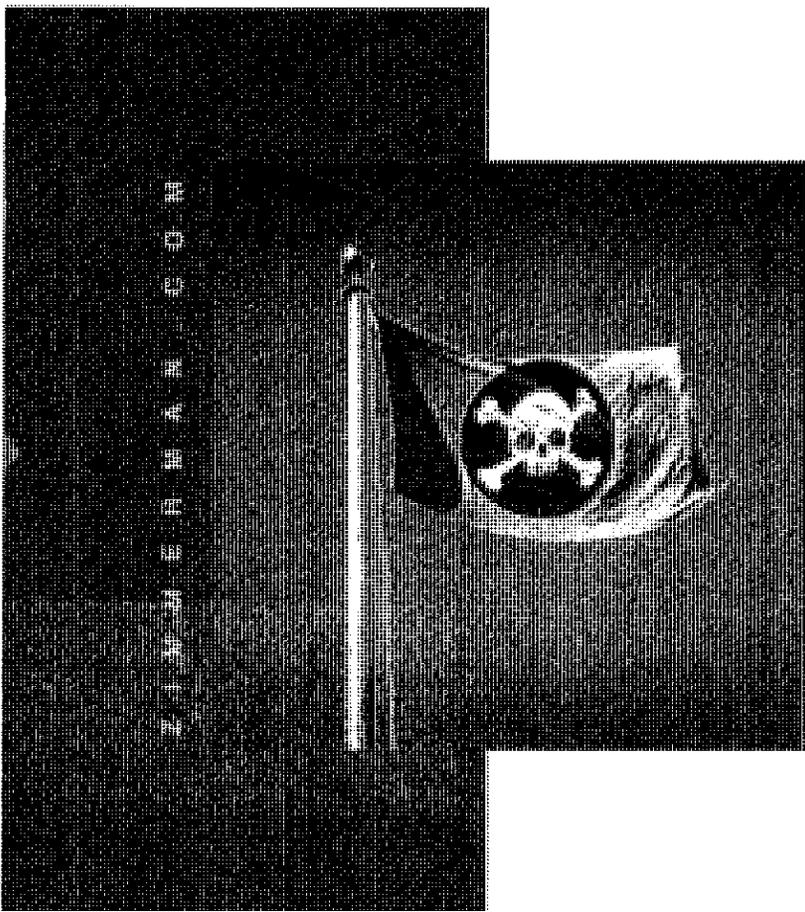
- Graphic Design, Branding & Marketing
- Research & Analysis
- Community Strategy
- Asset Review & Inventory
- GIS-Mapping & 3-D Modeling



BLUEPRINT  
INTERGOVERNMENTAL AGENCY

Marketing and Graphics Services for BluePrint 2000
August 15, 2019

THE ZIMMERMAN AGENCY



Hello!

Thank you for the opportunity to present the talent, experience, creativity, and resources that will make The Zimmerman Agency a meaningful strategic and creative partner to support the BluePrint intergovernmental Agency.

The unique structure of The Zimmerman Agency allows our teams to provide purpose driven solutions to help clients gain a larger share of the future. We combine strategy, creativity, and the ability to connect through a unique balance of cross-channel disciplines to inspire audiences to a desired action.

The Zimmerman Agency has a proud history of work produced on behalf of the City of Tallahassee and Leon County. In addition to the current logo used throughout the City, our firm developed the strategy and creative architecture of Your Own Utilities, and introduced the brand to residential and commercial customers. We also wrote the original application and developed the presentation for the All America City Award. And, our firm has been the integrated marketing partner to Visit Tallahassee since the inception of the organization.

On the following pages, we've provided a response to your request for information. What you won't be able to feel, or to see, is the unique DNA of our people. We call it a "Pirate Culture." We encourage our people to seek solutions where none seem to exist and to help our clients do whatever it takes to gain attention, increase share, drive revenue, meet incredible deadlines, and intensify the focus on winning. It's what pirates do.

In today's world, where the BluePrint initiatives will compete for attention and consideration through increasingly cluttered channels of communication, we believe you will benefit from having a team of pirates by your side, willing to fight with you and each of your team members to represent this incredible city and county that we call home.

Thank you again for your consideration. In all respects, in fair and in good faith, without collusion or fraud, and as the principal of the firm I have the authority to bind our firm. We look forward to meeting you, and earning the opportunity to work with you.


Curtis Zimmerman
CEO & Founder

TAB 1: Executive Summary/General Information

General Information

The Zimmerman Agency was founded in 1988 and is a leading provider of public relations and communications services. We have worked with numerous clients in the public and private sectors, including government, education, health care, and technology. Our services include strategic communications, crisis management, media relations, and public affairs. We have a proven track record of helping our clients achieve their communication goals.

The agency is led by President, Jim Zimmerman, who has over 20 years of experience in the public relations industry. The agency is a member of the International Public Relations Association (IPRA) and the Public Relations Society of America (PRSA).

- The Zimmerman Agency was founded in 1988 by Jim Zimmerman, President.
- The agency provides a wide range of services, including strategic communications, crisis management, media relations, and public affairs.
- The agency has worked with numerous clients in the public and private sectors, including government, education, health care, and technology.
- The agency is a member of the International Public Relations Association (IPRA) and the Public Relations Society of America (PRSA).
- The agency has a proven track record of helping our clients achieve their communication goals.
- The agency is led by President, Jim Zimmerman, who has over 20 years of experience in the public relations industry.
- The agency is a member of the International Public Relations Association (IPRA) and the Public Relations Society of America (PRSA).



Meeting the needs of the Blueprint Intergovernmental Agency.

Purpose built marketing communications and graphic solutions to support BluePrint 2000.

The Blueprint Intergovernmental Agency seeks a creative marketing communications company to provide a broad range of marketing and graphics services to support BluePrint 2000. BluePrint 2000 has proven to be an effective and valuable force in the effort to support the transportation and greenway initiatives that will improve our communities. A cornerstone of the organizations effort is timely public outreach and strategic communications. The Zimmerman Agency is built on a unique platform, with the depth and resources to meet a wide spectrum of marketing needs for BluePrint 2000. The agency's unique balance of traditional and digital communications allows for effective and efficient cross-channel communications addressing the need for strong communications with all of your constituents on a prescriptive basis. In this document, we have provided a concise overview of agency services with examples of the work our clients have allowed us to produce on their behalf.

Strategy

Marketing and graphic communications to support BluePrint 2000 should be based on a strategic platform that supports the goals and objectives of the organization, and establishes best practices. In this document, we outline Momentum Planning, a proprietary process intended to establish a clear understanding of the role and purpose of marketing and graphic solutions and a sound Ambition based on the guiding objectives of the project.

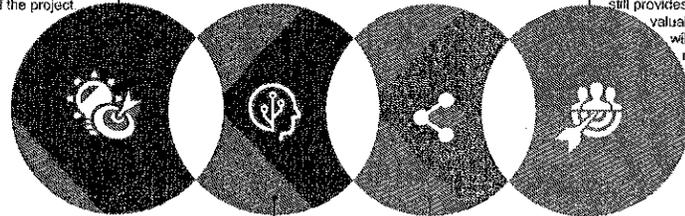
A need for effective public communications.

BluePrint 2000 has proven to be an effective force in the effort to improve our communities.



Connectivity

What you say and how communicate to your audience is only of value if the message reaches the intended audiences. As we develop plans to support BluePrint 2000, the agency teams will develop a Connection Map to identify the audience and the most effective means of communication for each segment. Today, we have to carefully consider how our audience consumes media. While the Tallahassee Democrat still provides value as a local conduit to information, the medium is only valuable to BluePrint 2000 if the audience we have to reach is willing to connect with the online or printed paper. Social media, digital channels, in-market activations, and consumer facing PR will all be considerations as we support the effort of BluePrint 2000.



Creativity

We believe passionately that great creative is in fact a great strategy. Marketing and graphics to support the efforts of BluePrint 2000 should work hard to gain the attention of the audience, and deliver your messages with clarity and purpose. But, before we gain their support, we have to gain their attention. We believe it is in your best interest to hire an agency partner with the proven ability to create messages and graphics that consistently gain attention and deliver upon the desired results.

Depth

In your Request for Proposal, you use the term "broad range" of marketing and graphics services. In today's world, a "broad range" can include a wide variety of options that could include everything from digital executions, social media content, video, and traditional ads, to a powerpoint presentation. The concept of "broad range" means you will need an agency partner with the depth and resources to support all of your needs. With more than 120 employees, and an unmatched depth of cross-channel communications, The Zimmerman Agency is prepared to support all of your efforts.

TAB 2: References

CLIENT REFERENCES.

Name and Title: Kris Keprios, Senior Director of Marketing
Organization: Visit Central Florida
Phone Number: 883.551.4727
E.mail: kris@visitcentralflorida.org
Industry: Hospitality and Travel
Service Provided: Planning, creative, media.
Length of Relationship: One year.
Brief Explanation: Visit Central Florida is the tourism marketing organization for Polk County.

Name and Title: Katie Kole, Senior Marketing Director
Organization: Visit Tallahassee
Phone Number: 850.606.2324
E.mail: Katie.kole@visittallahassee.com
Industry: Hospitality and Travel
Service Provided: Advertising, PR, digital and social media.
Length of Relationship: Thirty-one years.
Brief Explanation: Visit Tallahassee provides the marketing and oversight for the Leon County Division of Tourism.

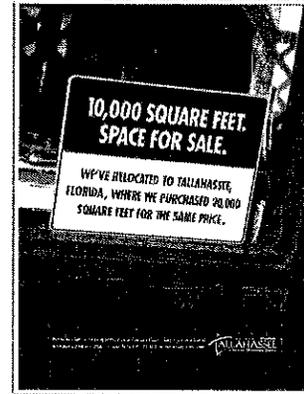
Name and Title: Jim Bullock, Director of Sales and Marketing
Organization: Streamsong Resort
Phone Number: 863.426.1000
E.mail: Jim.bullock@streamsong.com
Industry: Hospitality and Travel
Service Provided: Advertising, PR, digital, social media.
Length of Relationship: Four years.
Brief Explanation: Streamsong is major golf destination resort in Florida.

Name and Title: Brooke Hallock, Chief Brand Officer
Organization: Capital City Bank
Phone Number: 850.402.7700
E.mail: Hallock.Brooke@coby.com
Industry: Banking
Service Provided: Creative and digital services
Length of Relationship: Fifteen years
Brief Explanation: The agency supports the creative and digital needs of Capital City Bank on a project basis.

Name and Title: Nick Martucci
Organization: Westgate Resorts
Phone Number: 914.403.8055
E.mail: nick_martucci@wgresorts.com
Industry: Hospitality and Travel
Service Provided: Advertising, PR, digital.
Length of Relationship: Two years.
Brief Explanation: The agency promotes the brand, and each Westgate Resort throughout the U.S.

TAB 3: Experience/Past Performance

On the following pages, we have provided examples of related work that has been generated for local government entities during the past five years. We didn't include the work we generated for the Leon County Economic Development Council, but the award-winning campaign gained accolades from economic development professionals for its ability to cut through the clutter and deliver the message.



EXPERIENCE WORKING FOR CITIES AND COUNTIES IN FLORIDA.

For more than three decades, The Zimmerman Agency has provided marketing communications services to cities and counties throughout Florida. In our own backyard, we have partnered with the City of Tallahassee in a variety of capacities. When Mayor Betty Harley called Carrie Zimmerman and asked for ideas that would support the purchase of Christmas lights for downtown, the agency participated in the development of the Celebration of Lights, which has evolved into the Winter Festival. When the City decided to apply for the All America City Award, the agency wrote the primary part of the application and developed the presentation that would be made by City officials.

The Zimmerman Agency developed the current logo and brand architecture for the City of Tallahassee and each of the entities and departments that encompass the City brand. And, finally, the agency developed the Your Own Utilities brand, and the guidelines to support the refreshed utility brand.

For Leon County, The Zimmerman Agency has been responsible for the integrated marketing communications efforts for Visit Tallahassee since the inception of this division of Leon County. We have also provided pro bono work to the Leon County Humane Society.

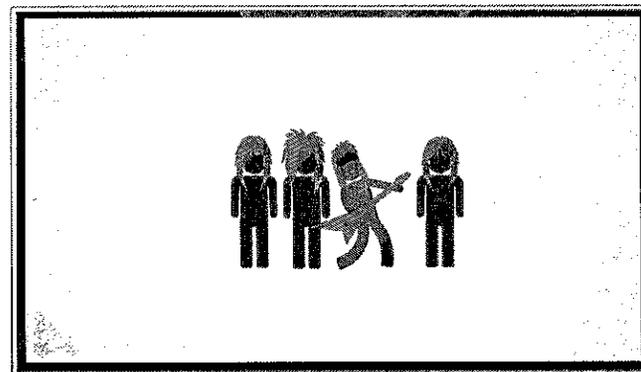
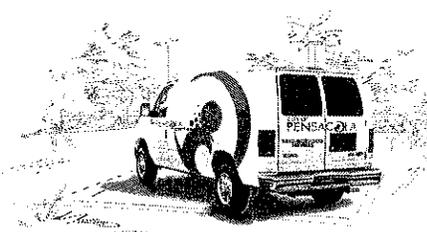
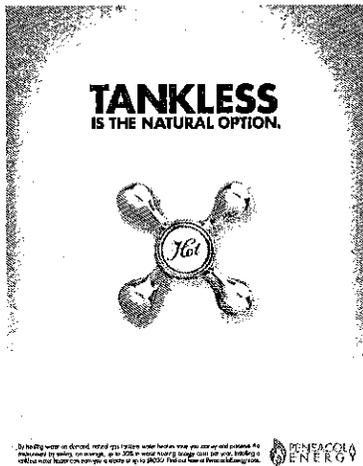
More recently, the agency developed the new identity and supporting marketing communications for the City of Pensacola. We have also represented or provided marketing services to associated entities within more than fifteen counties or cities in Florida. In addition, the agency has provided brand development work for the Islands of the Bahamas.

On the following pages, we have provided examples of the work we have provided in varying capacities for five different entities. In each example, the work was conceived, created, and developed with the in-house resources of The Zimmerman Agency.



City of Pensacola

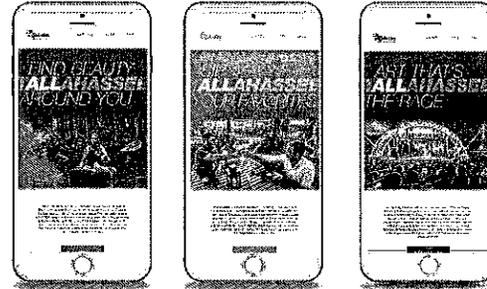
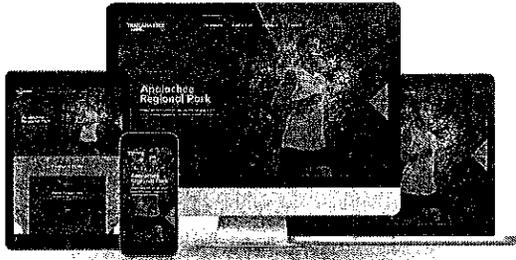
The Zimmerman Agency was engaged by the City of Pensacola to develop a new brand identity and platform for economic development. The relationship evolved and the agency scope expanded to include the marketing for Pensacola Energy and the Pensacola International Airport. The agency provided similar services to Pensacola that are outlined in the City of Tallahassee's RFP for Marketing and Graphic Services.



PENSACOLA
THE UPSIDE OF FLORIDA

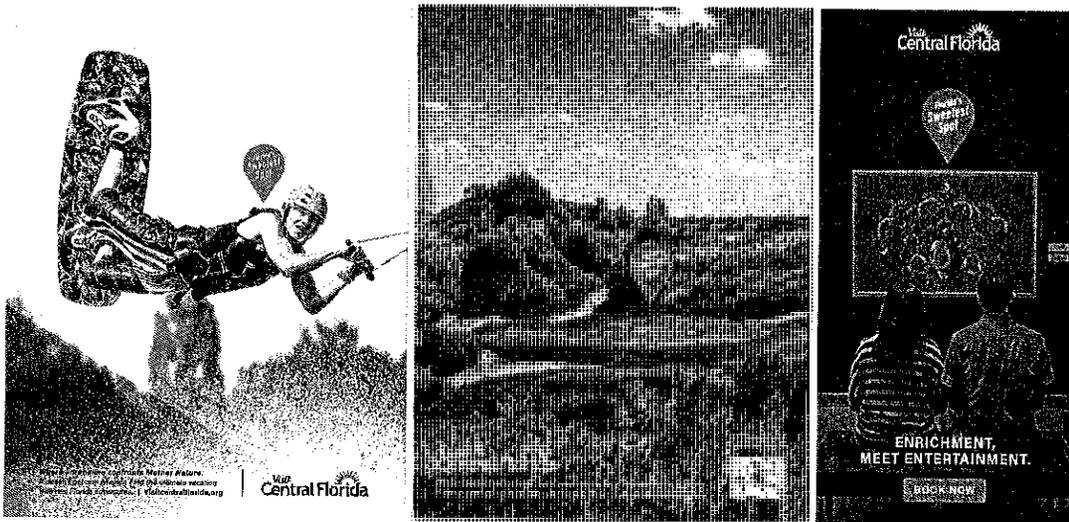
Visit Tallahassee

The Zimmerman Agency has represented the integrated marketing efforts for the Leon County Tourist Development Council for more than 30 years. The agency provides an integrated scope of services, including strategic planning, creative services, media planning and placement, public relations, social media marketing, and digital marketing services.



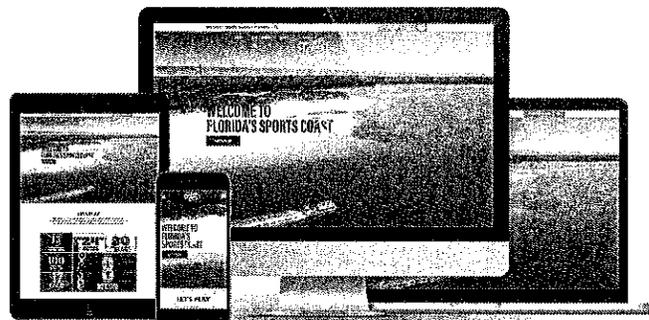
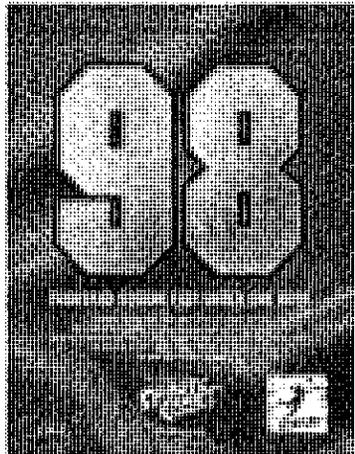
Polk County, Florida

The Zimmerman Agency represents the marketing efforts for Polk County including, but not limited to, marketing for Visit Central Florida. The agency is responsible for strategic planning and the agency's proprietary Momentum Planning serves as the foundation for marketing plans and initiatives. In addition, the agency provides creatives services, media planning and placement, and digital marketing and communications.



Pasco County, Florida

Pasco County hired The Zimmerman Agency to develop a refreshed brand that better represents the interests of Pasco County. Part of the agency's recommendation was to reposition the county as the place for sports tourism and economic development. The agency's scope now includes creative services, public relations, media planning and placement, digital marketing and development, and social media marketing.



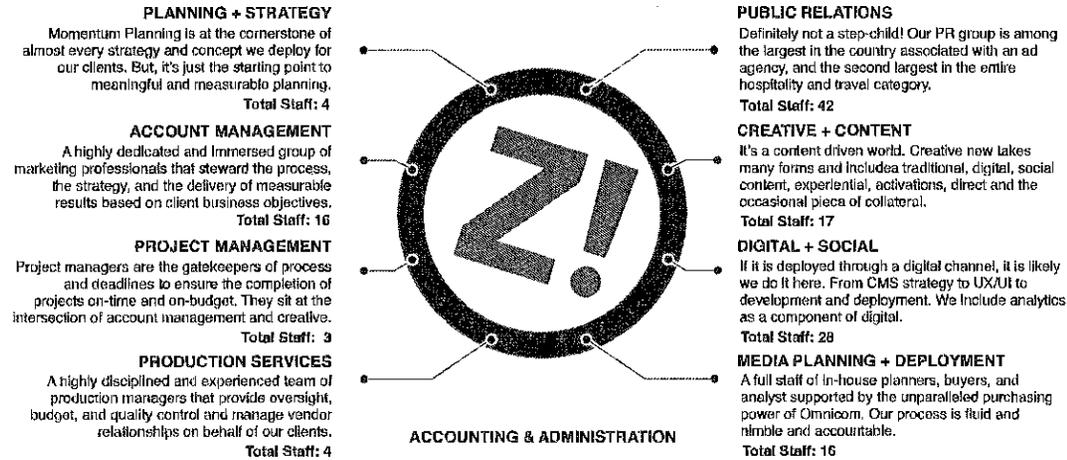
TAB 4: Planning Activities/Statement of Work and Requirements

TAB 5: Staffing Plan

ORGANIZATIONAL STRUCTURE.

The Zimmerman Agency employs more than 120+ professionals in a hyper-integrated agency environment. The agency delivers purpose-built creative solutions to client challenges across channels and through an aggressive

approach to integration that we call "co-activation." The strength and depth of our organization allows the agency to provide prescriptive solutions based on the needs of our BluePrint 2000, not the limitations of the agency.



PROJECTED MANPOWER

The Zimmerman Agency will provide the Intergovernmental Agency with the appropriate degree (percentage of FTE's) of manpower and resources to plan, develop, and execute an effective marketing communications program. Although the approach provides a significant depth of resources, to ensure a streamlined relationship we will assign a limited number of primary contacts. The agency provides weekly status reports detailing activity, responsibilities, and deadlines. And, while there will likely be daily contact, most clients prefer a weekly status call with key team members. Although each discipline will work in synergy, united by the

Momentum Idea and focused on the same business objectives, there are times when individual components, i.e., public relations, or social media, operate independently to achieve a particular objective as part of the plan. As those plans develop, there may be individual team calls. The agency will conduct bi-weekly or monthly analytic calls to provide recommendations based on key insights. Curtis Zimmerman will be the principal supervisor on the account, and all senior leadership will be available on an as needed basis.

BUSINESS LEADERSHIP / ACCOUNT MANAGEMENT

Agency Principal
Account Supervisor
Account Manager
Project Manager

BRAND PLANNING / DEVELOPMENT

Director of Strategy
Account Planner

CREATIVE AND CONTENT DEVELOPMENT

Chief Creative Officer Art
Director
Copywriter
Content Director
Designer
Senior Digital Designer
Studio Tech
Editor

SOCIAL MEDIA

Senior Social Media Strategist
Community Manager
Content Developer
Analyst

DIGITAL STRATEGY / PROJECT MANAGEMENT

Digital Supervisor
Digital Project Manager
Digital Analyst

PRODUCTION SERVICES

Director of Production
Director of Digital Production

MEDIA PLANNING / MEDIA BUYING

Director of Media
Senior Media Planner
Digital Media Planner
Media Buyer

BUSINESS INTELLIGENCE / DATA ANALYTICS

Business Analyst

KEY MANPOWER ROLES AND RESPONSIBILITIES.

Principal Supervisor

The agency assigns a principal supervisor to each account to ensure there is oversight from the most senior members of the team. The principal supervisor is ultimately responsible for the performance of the entire agency team, and the individual that will ensure the integrated disciplines of the agency are in sync, and working to achieve or exceed set objectives for the client.

Strategy Director

The strategy director will steward the Momentum Planning process for BluePrint 2000. The Momentum Planning process is highly collaborative and the strategy director will serve to moderate the process and engage each of the participants in the process. The development of the marketing strategic plan will serve to navigate the agency efforts.

Account Director

The account director will serve as the primary day-to-day contact for BluePrint 2000, and will provide oversight and leadership for the internal teams. The account director will ensure that marketing communications and graphics to support BluePrint 2000 is on strategy, on-time, and on-budget.

Chief Creative Officer

The chief creative officer of the agency is responsible for overseeing creative and content concept development to ensure the work generated by the agency creative teams is on strategy, clearly represents the interests of BluePrint 2000, and provides the impact and stopping power to ensure the message is amplified and delivered to the audience.

Media Director

While media director is the common description for this position, a better term may be "Director of Message Distribution." The media director is responsible for planning and mapping of paid opportunities to distribute the BluePrint 2000 message. In addition to the development of the Connection Map for BluePrint 2000, the media director will oversee the planners and buyers to ensure targeting and budget management.

Public Relations Managing Director

The managing director of the public relations division of the agency is responsible for planning and integration of any element of the plan that will involve industry relations, co-branded opportunities, news bureau activity, promotions, and event development related to economic development and vitality for BluePrint 2000. In addition, she will work closely with the strategy director to maximize the value and potential of PR.

Public Relations Account Manager

The PR account manager is responsible for day-to-day communications and will work closely with the account director to ensure each marketing discipline is aligned and integrated. The account manager will spearhead ongoing activity involving public relations and is responsible as the primary conduit for news bureau related activity.

Media Planner

The media planner will work closely with the media director during the development of the BluePrint 2000 media plan. The planner is responsible for establishing goals and objectives, gathering media proposals, developing the plan to achieve measurable objectives, and working with the integrated team to maximize the potential of paid media.

Digital Supervisor

The digital supervisor will oversee the digital strategy and the plan to develop the digital ecosystem for BluePrint 2000. Website development, email marketing, and the implementation of technology and applications that will support the efforts of the broader integrated team are also the responsibility of the digital supervisor.

Social Media Strategist

Social media should be an important platform for BluePrint 2000. There will be local facing platforms, and B2B platforms. The social media strategist will recommend the role and the intention of each platform and is responsible for allocating internal resources for content development, content management, and ongoing social media community management. In addition, she will work closely with the analytics team.

KEY MANPOWER ROLES AND RESPONSIBILITIES.

Art Director

The art director works closely with the chief creative officer on concept development and is then responsible for overseeing the development of graphic support as a component of the creative and content development. He will collaborate with the copywriter and secondary creative teams to ensure the messages are developed to gain the attention of the audience and are delivered in a way that gains the maximum impact.

Copywriter

The copywriter is part of the primary team that will establish the concepts and creative direction for BluePrint 2000. The copywriter assigned to your account happens to be one of our Associated Creative Directors, so he will also oversee all of the copy developed for each channel to ensure consistent tone-of-voice and quality of the copywriting.

Designers

The designers assigned to BluePrint 2000 are responsible for the graphic development to support traditional and digital platforms. They will develop tools for communications, including collateral, presentations, design and graphic elements and oversight on any third-party production elements including, but not limited to, photography.

Content Director

The content director will utilize the established creative direction and is responsible for the development of multiple forms of content, including video, digital, social media content, and more. The content director is also responsible for how we utilized the in-house Content Studio to elevate the quality of work produced for BluePrint 2000.

Studio Tech

The studio at The Zimmerman Agency is responsible for final file preparation, including print and digital files, and the execution of final files for printing, media, publication, distribution, etc.

Production Manager

The agency will assign a production manager to oversee the quality of the output of the work, and work with third-party vendors (printing, photography, etc) to develop estimates, work orders, purchase orders, and to ensure efficient materials handling, including traffic and delivery to media and production resources.

Digital Producer

The digital producer is the fulcrum for all production related to digital channels including websites, microsites, emails, banners, and paid social media. Planning and development for digital assignments, including UX/UI, wireframes and the assignments related to programming and development are the responsibility of the digital producer.

Project Manager

Each account team within the agency is assigned a project manager. Internal workflow is the responsibility of the project manager. The project manager enters each assignment into the project management system and ensures assignments and work flow are delivered on time through a highly disciplined internal process.

Analyst

The level of involvement from the analytics team typically depends on the nature of the account. At a minimum, the analyst on the BluePrint 2000 Team will provide a monthly overview of performance through various channels based on the strategy plan that is developed. The agency can provide online dashboards that are available 24/7/365.

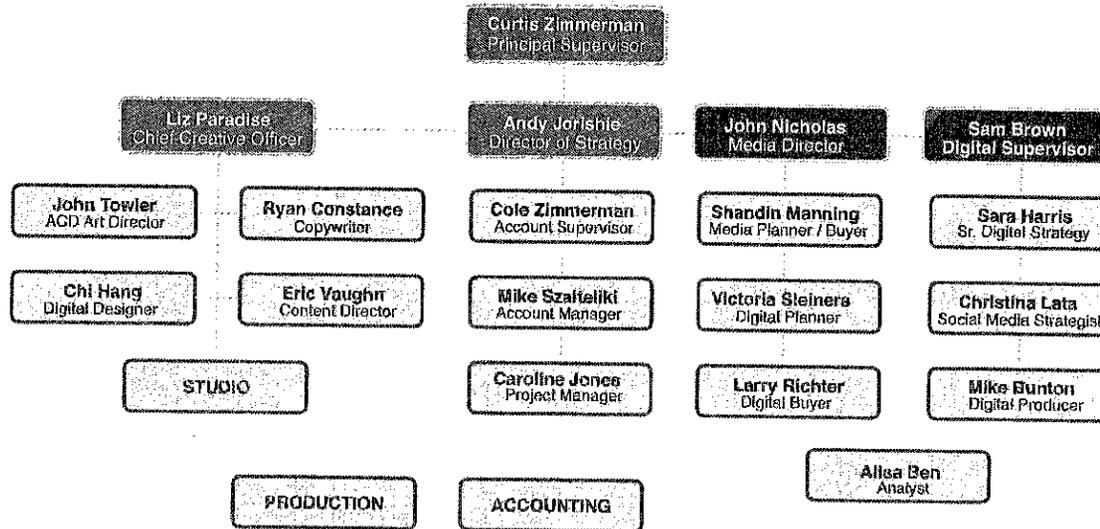
Subcontractors

The Zimmerman Agency maintains significant in-house resources and will not require the use of subcontractors to provide the primary scope of services. The agency has aligned with MBWE partners to facilitate the execution of production.

BLUEPRINT 2000 Z-TEAM.

We are intensely proud of our people and the ability to assign an incredibly experienced team to help you succeed. Without the benefit of client interaction, and a plan in place, we cannot definitively assign each position. However, we have the capacity to assign the following team to work on behalf of BluePrint 2000. We encourage our people to be

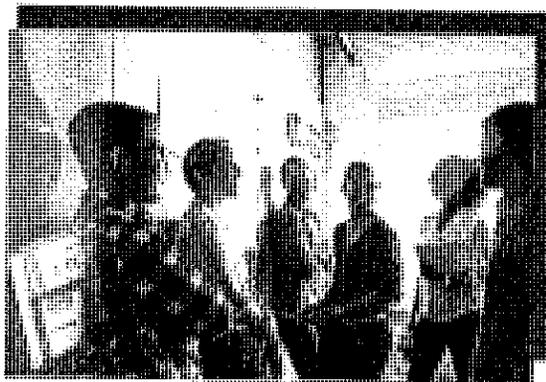
participants as opposed to spectators, and we believe they are inspired by the opportunity each client provides. The Zimmerman Agency maintains considerable in-house resources and we do not anticipate using subcontractors to complete the scope of services under the Marketing and Graphics Services RFP.

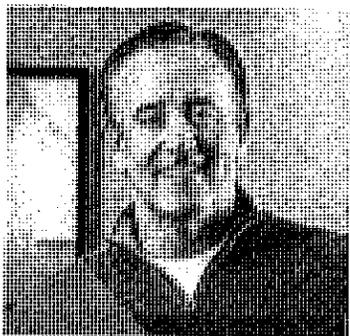


TAB 6: Resumes

PEOPLE / LEADERSHIP

On the following pages, we've provided a brief overview of our leadership and the people that will drive our efforts on behalf of BluePrint 2000. We are fortunate to have a consistent team of professionals with a turnover rate that is less than one-half of the industry average. When you build a world-class agency, you seek the best people from markets near and far. You seek the skills and resources that complement the needs of our clients and the desires of their audiences. We have always been fortunate to find amazing people looking for a chance to work on national and global clients while living in the awesome surroundings and lifestyle that Tallahassee and Leon County provides. At The Zimmerman Agency, you will find people that have come from major agencies, in major markets for the opportunity to do groundbreaking work balanced with the agency's culture, and the balance of work and life that can be found in Tallahassee. The opportunity to do work for the Intergovernmental Agency that impacts the vitality and future of our communities is exciting for everyone that we anticipate assigning to the account.





CURTIS ZIMMERMAN

President / CEO

Curtis began his career in account management in Atlanta at the Southeast office of the legendary Doyle Dane Bernbach. The Atlanta Business Chronicle soon named him the "Rising Star" in Atlanta's Advertising industry. His efforts were rewarded when, at 27, he was named the first partner to be added in the 20-year history of the city's largest independent agency. In 1987—with no clients, little money, and a strong desire to raise their children in a smaller city—he and wife Carrie moved to Tallahassee to launch the agency. Today, he remains actively involved in client business, and is responsible

for the continuing growth of integrated disciplines and services.

His client experience includes Marriott Hotels & Resorts, Continental General Tire, Ritz-Carlton, Bertram Yachts, Diners Club International, Club Med, the British Virgin Islands, Gold Toe Socks, Hunter Fan, Flowers Foods, Pilot Pen, Yachts of Seabourn, Tobacco Free Florida, and more.



CARRIE ZIMMERMAN

CEO / Public Relations

To understand Carrie's unparalleled penchant for perfection, you should first look beyond her professional accomplishments to uncover her athletic roots. Carrie was a member of the 1976 United States Olympic Team, and was the first American woman to score a perfect 10 in competition. She entered the business world and experienced a meteoric rise, becoming the account lead on the Coca-Cola account for Burson-Marsteller. Carrie's move to Florida to start her own agency was based on her desire to raise her children in the more family-friendly

environment of Tallahassee. Under her leadership, The Zimmerman Agency has been recognized as the largest PR firm in Florida for 18 consecutive years, as well as the largest PR firm associated with an ad agency in North America. Carrie leaves an impression wherever she goes. Her energy and enthusiasm for the business is infectious, and motivates everyone on her team to deliver impressive performances for every client.

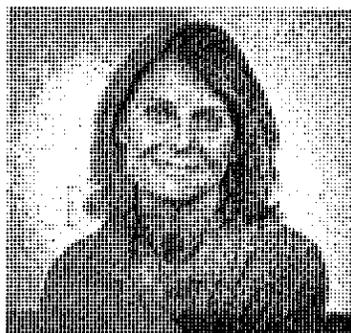


ANDY JORISHIE
EVP / Strategy Director

Andy began his 25-year journey in the communications business at Y&R NY, where he spent nearly a decade working on some of the agency's largest brands, including The Walt Disney Company, CitiBank, US Army, and People Magazine. From there, he took a greater leadership role in strategy when he joined Kirshenbaum Bond & Partners and was responsible for the EFFIE Award-winning Citibank AAdvantage account and Sony's foray into the online business. Andy joined the agency in 2004, and became Strategy Director in 2010. He is responsible for the creation and development of Momentum, the agency's proprietary planning process. He personally

leads Momentum Planning and is part of the strategic planning process for all clients.

Andy is truly a part of the agency's unique DNA. His amazing work and dedication were rewarded in 2017 when he was named Managing Director.



LIZ PARADISE
SVP / Executive Creative Director

Liz is one of the most heralded creative talents to come out of the southeast. She began her career as a copywriter at The Martin Agency and after five years and many awards she moved to McKinney where she progressed to become the Executive Creative Director of the award-winning agency.

Prior to joining The Zimmerman Agency, she was the creative director at the Walt Disney Company. Also, it's no secret in the ad agency business, that Liz was one of the stars of the AMC hit show "The Pitch." Her accolades

include awards from the One Show, Cannes, DA&D, Communication Arts, the New York Art Directors Club, and more.

Her client experience includes Walt Disney World, Nationwide Insurance, Audi, GNC, NASDAQ, Virgin Airlines, Land's End, Royal Caribbean Cruise Lines, EAS Sports Nutrition, and more.



JOHN NICHOLAS
SVP / Media Director

Four years into his career, John was named the "Rising Media Star" in South Florida. He made a strong name for himself as a senior media planner and buyer at Beber Silverstein and then with Crispin, Porter & Bogusky, establishing an enviable career path among his contemporaries. The Zimmerman Agency benefited from John's desire to move his family to the friendly surroundings of Tallahassee. John's wealth of experience in media technology and available resources is consistently applied in the global marketplace. While the agency's depth in media is considerably buoyed by the Omnicom advantage, it

is John's astute planning that makes the relationship work for our clients.

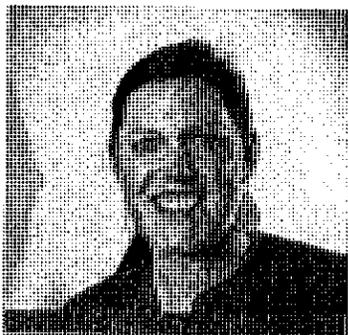
John's ability to add value to our client's business stems from his aptitude at analyzing and planning based on the facts. He has worked with DelMonte, Tobacco Free Florida, Cooper Tires, Pilot Pens, Vision Airlines, Marriott Hotels & Resorts, Flowers Foods, Wonder Bread, Ritz-Carlton, and many more.



KERRY ANNE WATSON
President Public Relations

Kerry Anne is the type of success story that public relations storylines are built from. She came to The Zimmerman Agency with less than three years of PR experience, and worked her way from a fledgling account manager to a Managing Director of the agency, and President of Public Relations. She has been a constant, creative force for clients of The Zimmerman Agency for more than 15 years, helping the agency to be counted among the largest PR firms in North America. She has developed a stellar reputation for combining strategy and creative ideation. Client relationships are a testament to

her commitment to generating results. In 2016, she was named president of the agency's public relations division and, in 2017, she was named a managing director of the agency. She remains steadfast in her belief that creativity is the defining characteristic of the most effective public relations programs, and hard work and determination make the difference in the results.



MALLORY HARTLINE

VP / Account Director

Mallory brings more than 15 years of agency experience to the team. Her proven ability to exceed client expectations lead to her promotion in 2017 to Vice President, Account Director. Mallory has a broad range of category experience that includes retail, QSR, manufactured goods, and consumer packaged goods. She thrives on multi-discipline accounts with a particular emphasis on the shift to digital. Prior to joining The Zimmerman Agency, Mallory spent the first nine years of her career in Atlanta gaining experience at J.Walter Thompson and BBDO. Her client experience includes AT&T, Amtrak, Cooper

Tires, Party City, Visit Florida, Krystal, Carter's, CDW, and Nioxin.

During her career, Mallory's clients have been recognized by CLIO, Epica, Webby, and Cannes awards shows.



COLE ZIMMERMAN

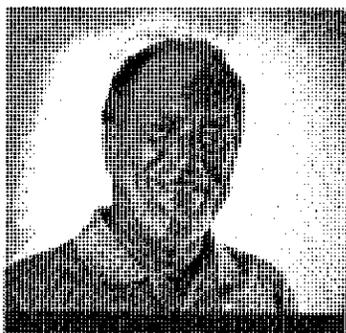
VP / Account Director

Cole followed an interesting path into the agency business. Once a psychology major, he translated his college athletic career into a position with a leading Sports Performance Academy where he trained high school and professional athletes. After working with the agency on a database project for the Academy, he moved to the agency side joining The Zimmerman Agency in 2006.

great creative, and a penchant for competition that he puts to work for clients every day.

His client experience includes Pilot Pens, Wounded Warrior Project, Ailac, Cooper Tires, Youfit Health Clubs, Streamsong Resort, Blue Diamond Resorts, Contractor Connection, Hurricane Grill and Wings, and more.

Cole is one of those rare account management talents that combines strategic leadership, the ability to inspire



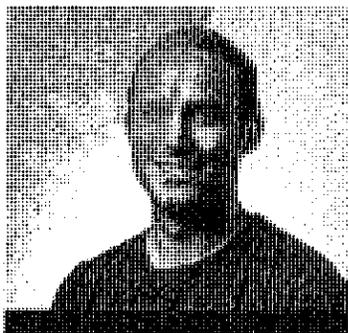
JOHN TOWLER

Vice President Associate Creative Director

After serving in the military in which he was awarded the distinguished Army Commendation Medal in just his second year, John decided enter the field of advertising and soon graduated from the prestigious Portfolio Center in Atlanta. John began his career with The Zimmerman Agency and has been with us now for 27 years. During his time here, he's had an influence in almost every account in the history of TZA.

He is responsible for the creative behind the relaunch of Wonder Bread by creating the third most memorable Nascar Team livery for Kurt Busch, as well as working with Dale Earnhardt Jr. in TV commercials. Other notable clients include Bertram Yachts, Pilot Pens, GoldToe, and many more.

John has been in One Show twice, has been awarded a National Addy, and was featured in CA Magazine, Show South, and countless Regional and local Addys.



RYAN CONSTANCE

Copywriter

Known for having an eye for detail and a deep passion for the written word, Ryan has crafted copy for brands both large and small, including Cooper Tires, McDonald's, Krystal Burgers, Florida's Sports Coast and Sarasota Modern. After graduating from the University of Kansas, he started working at The Dalton Agency in Atlanta. Then, he moved to Sacramento to work for Uni/Common before ultimately joining The Zimmerman Agency nearly two years ago.

During his time here, Ryan has worked as a conceptual writer and wordsmith, creating integrated campaigns, rebranding projects, video content, digital copy, and much, much more.

Whether he's writing a social post or a 1000 word advertorial, Ryan always works closely with his clients to create work that is creative, purposeful, and memorable.



TJ STACY
Design Director

TJ is the rare concept-to-completion creative with the ability to conceptualize, design, shoot, and more. He is equally as strong in all things digital as he is in brand strategy and integrated analog environments, including package design, I.D. design and application, and collateral.

TJ came to The Zimmerman Agency from New York with more than 15 years of design experience. Prior to his move south, he was the Creative Director at Dory Design in New York City.

In this capacity, T.J. managed teams in Hong Kong, Paris, and New York, and produced creative across channels and continents.

In addition to an incredible book of work in design, identity, and cross-channel communications, he possesses a fantastic portfolio of photography. His client experience includes Sunfish, Maclaren, Seitech, Odds n Sods, Vermont Tourism, Fuji, Ronson, US Electronics, Bell South, and more.

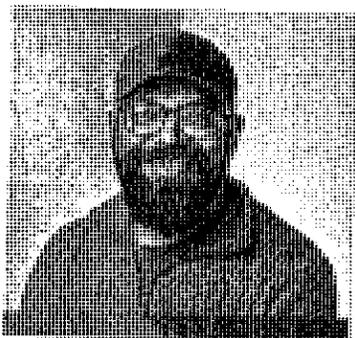


CHI HANG
Art Director and Designer

Chi has over 15 years of experience as a designer and Art Director. He has worked for a number of agencies and in-house marketing departments, including Kern and Men's Wearhouse. His work spans from multiple design disciplines—branding, print, digital marketing, advertising, direct response, UI design, and social media.

He has been recognized for his work in design publications, including Communication Arts, Graphic and Print Magazine, and won awards from Print Magazine and The Blackbook AR100, among others.

His clients include AT&T, DirectTV, American Express, AAA, Quicksilver, Men's Wearhouse, and Visit Tallahassee.



ERIC VAUGHN
Content Director

Eric Vaughn has spent the last 15 years creating arresting visual content that helps bring brand stories to life. He is responsible for providing concepts and direction for online visual executions, including photography, video, and animation for brands such as the Las Vegas Convention and Visitors Authority (LVCVA), MGM Resorts International, electronics giant, Avnet, The National Mining Association, and Grupo Posadas hotels and resorts. Always open to innovative ways of using digital to push boundaries, he works every day to find new and unexpected ways to bring ideas to life. Prior to joining The Zimmerman Agency in Tallahassee, Eric spent time as the

Associate Content Director at R&R Partners and the digital marketing lead for MGM Resorts International in Las Vegas.

In a former life, he traveled internationally working as a freelance creator and director for brands such as Celebrity Cruises, Skechers, and Fendi.



SAM BROWN
Digital Supervisor

Sam Brown is the Digital Director for The Zimmerman Agency, where he brings a background in engineering and a wealth of experience to the role.

As a seasoned marketing technologist, he is passionate about humanizing the customer experience by leveraging automation and data. Throughout his career, Sam has directed the marketing and web development efforts of several organizations.

Outside the office, he enjoys spending time with his wife

and two young children, and living the sweaty life where the water meets the land.

Sam's passion for people and technology also extends to his efforts to give back. He regularly volunteers at retirement communities teaching technology to seniors who are looking to learn how to connect with family and plug into modern devices.

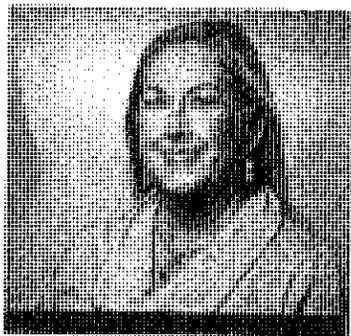


MIKE BUNTON
Director of Digital Production

Mike joined the agency following ten years running his own successful digital development business. In addition to his skills (and amazing contributions) as head of Digital Production, he is a highly experienced network administrator, web developer and programmer, providing a unique perspective on his job, and client opportunities. He gained additional experience at the Institute for Intergovernmental Research as the web developer managing digital assignments for the U.S. Department of Homeland Security and U.S. Department of Justice, including the highly complex RISS ATIX

and national security database initiatives that were featured on Good Morning America.

Mike holds multiple certifications in I.T., Web Development and Design. Mike is not only an incredible leader for our staff and clients, he is also the coach of the Killer Z Softball Team.



CAROL KLOPFENSTEIN
SVP / Production

Carol joined The Zimmerman Agency after five cold years in Chicago as Traffic Manager of Bentley, Barnes & Lynne. During her first two years with the agency, she established the entire traffic system, including computerized scheduling and systems control. Under her supervision, the agency integrated production, traffic, and accounting functions to create significant client service efficiency. In reality, most clients don't get to see the tremendous contribution that Carol makes on their behalf; and, such is a production manager's role. But the final product clearly has her stamp of approval, and the

high level of production value we provide clients is a testament to her ability. No matter how large or how small the project, Carol thinks creatively and dynamically to accommodate the most technical levels of production, from direct mail and point-of-purchase, to trade shows, and collateral.

TAB 7: Approach and Method

APPROACH AND METHODOLOGY.

Understanding of the Requirements

The new Infrastructure Program of the Tallahassee-Leon County Blueprint Intergovernmental Agency will begin in 2020. The Agency seeks to partner with the most qualified provider of marketing communications and graphic services to support and promote the new program. The provider will support the Office of Economic Vitality in an effort to effectively position Tallahassee-Leon County as an attractive location for new and existing businesses to grow or begin a new business. The agency that is selected will provide a broad range of services including, but not limited to, brand development, strategic planning, creative and content development, website development, digital communications, social media marketing, media planning and placement, performance reporting and tracking, SEO / SEM, event development, promotional development, co-branding, industry relations, day-to-day account management to support planning and implementation, analytics and reporting and other related services.

Approach to Servicing the Agency

The Zimmerman Agency will provide an experienced team of marketing and communications professionals to support the efforts of the Agency and to effectively promote the new program for BluePrint 2000. The agency has a significant amount of experience in brand development and marketing for governmental entities as well as companies and organizations that require similar services. The agency teams operate on a highly disciplined platform of systems and processes to support clients. The agency has the depth and capacity to provide the following services to support the agency:

- Brand Development
- Strategic Planning
- Account Management
- Creative, Content, Graphic Development
- Digital Strategy
- Digital Design & Development
- Social Media Marketing
 - Strategy
 - Content Planning
 - Community Management
 - Influencer Marketing
 - Analytics / Reporting
- Media Planning & Placement
- Search Engine Marketing
- Search Engine Optimization
- Production Services
- Public Relations
 - Industry Relations
 - Media Relations
 - Promotions & Event Development
 - Co-branding
 - Influencer Outreach
- Analytics / Tracking



Momentum Planning

Momentum is our planning methodology. It's how we develop insights, strategies, actions, ideas, behaviors, and messages to influence audiences and accelerate our ability to impact client objectives. Momentum is not simply about communications. If we embrace Momentum, it can transform organizations and motivate and inspire internal and external audiences. Momentum Planning is a four-step process that begins with Momentum Day(s), a highly involved, collaborative process to incorporate the insights, experience, and voices of the Agency and key constituents to make inclusion part of the approach. During the process, we explore the truths and conventions that create opportunities and obstacles. Together, we craft an Ambition to define what success looks like when we get there. The Momentum idea will serve as the genesis of everything we do together to accelerate growth. And, it will serve as a powerful tool to add to the OEV Marketing Plan. There are four components to the Momentum Roadmap:



Truths

Truths that affect our ability to achieve business objectives, including competition, audiences, issues, and more.



Insight

Opportunities to effect growth includes primary / secondary research, trends, competition and observations.



Ambition

What success looks like when we get there. How the program will ultimately need to be positioned to succeed.



Momentum

A fresh, bold, differentiating idea to propel you toward the Ambition. This becomes the genesis of creative thinking.

Brand Development

Momentum is at the core of everything we do, including brand development. Establishing an Ambition to create a meaningful platform for growth is the genesis of the brand strategy: the ability to calculate the most effective and meaningful way to bring the brand story to life and a true reflection of the program. It identifies how you will affect change and what you represent from the inside out. Your brand allows you to shake hands with the audience and deliver your promise to fulfill their needs. Your identity is the element of the brand that may begin with a logo, but should be reflected at every internal and external touch-point. The process we will utilize for BluePrint 200 will enable the brand to thrive.

THE ZIMMERMAN AGENCY

APPROACH AND METHODOLOGY.

Creative, Content, and Graphic Development

One of the most significant benefits to a relationship with The Zimmerman Agency is the strength of the creative product that we will apply to your business, and how we present the messages that will reflect the program and the issues and challenges of economic development and public infrastructure programs. In this document, we've provided a glimpse into how we think, how we plan, and how we will execute for BluePrint 2000. It's fair to say that beyond the results we produce, most potential clients want to know how we create.

☑ **Gaining Momentum**

On the prior pages, you've learned about Momentum. It's our planning methodology, but it also serves up the genesis to our creative thinking. We don't wait for a strategy — we work in tandem to ensure a platform that enables, inspires, and informs great creative. For the new programs supported by BluePrint 2000, with a focus on economic development, Momentum will be paramount.

☑ **Gaining Stopping Power**

It's a little bit of a conundrum. We use Momentum to help us create stopping power. Without it, we're wasting money, and time, and effort. We will push our teams and work with the Agency to create work that makes the audience pause and pay attention, and continue on a path to the conversion we have planned — but, we have to stop them first!

☑ **Great Creative is A Great Strategy**

Great creative and a great strategy are not mutually exclusive. When they are aligned, you still need an agency that is willing and able to find the critical balance between getting the audience to pay attention to your brand and messages in a sea of competition for a share of the economic development space.

☑ **The Bottom Line is The Bottom Line**

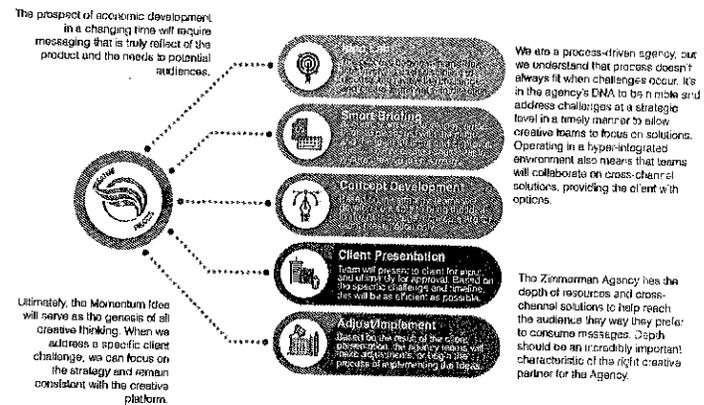
We believe accountability for results is part of the creative process. In fact, we embrace it. We are challenged, and we will challenge you to find a place at the intersection of the brand trigger and the demand trigger where great creative can live and thrive. When that happens, the sales funnel will turn upside down and the result will be increased demand, and a better, more effective role for the programs and the Agency.

☑ **It's A Content Driven World**

At the risk of stating the obvious, we all understand that for cross-channel marketing messages to work, we have to think idea first, and content and channels second. We believe it so much that we have created an entire Content Studio within our creative department. In-house video production and editing, social media content development, integrated asset development for all channels and more. The agency's content teams have become agents of change for the agency and the way we will create on your behalf.

Creative Development Process

It's the nature of our business to approach client challenges with creative solutions. It is a characteristic that has established The Zimmerman Agency as the most creative agency in Florida. It's in our DNA to be nimble, and the benefit of having a Momentum Idea is that it will serve as the genesis of thinking, allowing us to focus on the strategy to approach the specific economic development challenge. As we develop our relationship with your team we will establish a cadence that works best for both of our teams. We believe creative development is a collaboration that requires a thorough understanding of your needs and objectives and a clear path that allows for client input, sharing of ideas and resulting in messages that serve as a rallying cry for the programs and the internal audiences that have to support an economic development effort of this nature. Below is a glimpse at the creative process to ensure highly creative solutions.



APPROACH AND METHODOLOGY.

Digital Must Be An Essential Consideration

In the world of economic development, the Intergovernmental Agency will be communicating with individuals and teams that prefer to consume messages through digital channels. And, in the world of digital, it is not whether or not you are prepared to communicate today, it is far more essential that you are ahead of the game and prepared to affect your audiences tomorrow. Change is the constant of all things digital, and you will be communicating with a sophisticated audience that will be most affected by your ability to communicate and present your case in the most complementary digital platforms and executions possible.

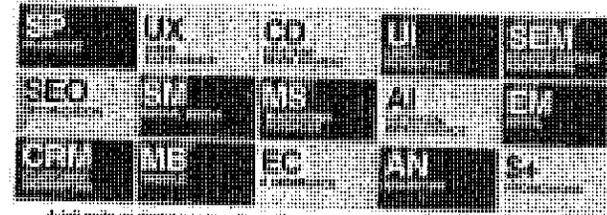
And, while it is not exclusive to economic development, in digital — it is not about you — it's about them. If you take nothing else from this document, that sentence is incredibly important. It takes more than a website or digital execution to earn a share of the economic development decision maker's attention. It takes a strategy that drives engagement. It takes a message that reflects relevance. And, it requires that we communicate based on understanding the wants, needs, preferences, and challenges of the audience. Momentum Planning ensures strategy is at the forefront of our efforts. But, effective digital communications in an audience-centric world requires we employ modes of observation that can at times be complex. Usability testing, web analytics, and session replay technology are a few examples. The audience needs and the desired experience should be major factors in decisions related to features, pages, images, and flow to design. The key to engagement is relevance. To earn it, you need an empathetic understanding of the decision-making process on the other side of the screen. Achieve it and you will gain a meaningful understanding of what existing and new business decision makers are looking for. Then, we focus on delivering a user experience that is intuitive and easy for the audience to access, comprehend, and engage. We also deliver an experience that accurately represents everything Tallahassee and Leon County can provide.

Thinking digital first is no longer enough. We provide a fully dedicated practice of digital native thinkers that allow us to deliver for our clients, and to their audiences, in the most relevant and timely platforms possible. We don't separate digital from the way we think about your business objectives and what will drive your audiences to a desired conversion. It's what makes us different. We have the tools, technology, and talent to execute with digital leadership, and the strategic intelligence to keep every discipline in the agency focused on your business objectives.

Depth of Digital Services To Support The Agency

While The Zimmerman Agency is a hyper-integrated marketing communications company, for many clients our primary role is to provide a powerful digital presence. We have the ability to provide stand-alone digital services. And, it should be incredibly important to the Agency that we have invested in the technology necessary to support building a strong digital presence for BluePrint 2000. In one marketing partner you have the ability to facilitate all of the needs of building a leading edge digital ecosystem — with the assurance of total synergy with all of your other marketing channels.

Digital Services



A full suite of digital services that are available to agencies of all sizes and technology.

Technical Expertise

The depth of the agency's in-house resources allows our teams to be nimble and efficient in multiple platforms and applications. Whether it is a ColdFusion website, a Simpleview CRM, or a complex data application—there is no limit to the solutions we will consider—and our technical capabilities expand across the robust marketing technology landscape.

As an Omnicom agency, we have access to the game-changing technology and resources to allow our clients to grow at the speed of culture. The tools, technology, and talent to execute with digital leadership, and the strategic intelligence to keep every discipline in the agency focused on your business objectives and right channels to drive growth.

APPROACH AND METHODOLOGY.

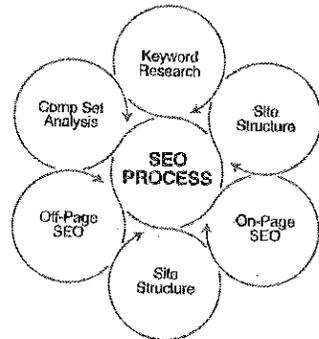
Optimizing the Digital Ecosystem of The Agency

We believe search engine optimization (SEO) is part art, part science, and part disciplined process to ensure your audience can find you, discover relevant content, and outsmart your competition to generate traffic to your site and not theirs.

Without simply creating a paragraph about key words, algorithms and rules to determine what pages and content surface for any given search, there are three primary metrics that search engines use to evaluate how your site should rank: links, content, and page structure. It's how we go about optimizing each of those core components to gain efficiency and effectiveness in search results.

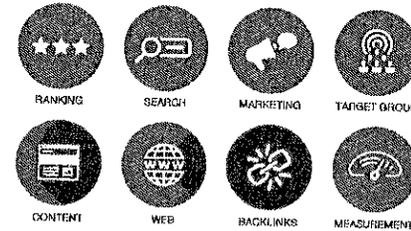
The graphic below illustrates the comprehensive approach we will take to ensure the digital presence for the BluePrint 2000 is optimized and winning in the highly competitive battle to gain organic search results.

§3 SEO Process For BluePrint 2000



The Ability to Affect Search Engine Marketing

In reality, SEO is a form of Search Engine Marketing. And, so is paid search, or what is often referred to as pay-per-click. But, there is more to SEM, and the battle for attention than SEO and PPC. Search engines run on complex algorithms. And, when you consider that 75%+ of all searches never leave the first page, you gain an understanding of why it should be so important to hire an agency partner that can effectively affect search engines in your favor. Determining the right balance of paid and unpaid efforts is crucial. Our team will help BluePrint 2000 establish campaign goals and align them with the



overall business objectives of the intergovernmental Agency. Ensuring the site is properly optimized is the first step. A thorough audit of the comp set should happen concurrently. Identifying the right (and relevant) keywords, and including meta and tags will boost the ranking of the site on the search engine. We make sure to validate HTML, and maintain current content on the site. The fact The Zimmerman Agency has an entire Content Studio in-house will become a critical advantage as we elevate the quality of the content to gain awareness and consideration. And, finally, we will monitor search volume on a consistent basis. You can't do all of this without the right technology to support the effort. Through Omnicom, The Zimmerman Agency maintains cutting edge technology that is normally only available to the largest marketers. That technology is applied to our clients business — including BluePrint 2000 — allowing you to level the playing field for Tallahassee and Leon County and the focus of BluePrint 2000's efforts.

APPROACH AND METHODOLOGY.

Developing Meaningful Social Media Platforms

Social media should not a "check-box" for BluePrint 2000. It is a powerful channel with the ability to carry a brand and targeted messages and generate measurable results. We have built a highly disciplined, and quickly expanding team with systems, technology, and infrastructure to drive results. We use proprietary trend-spotting technology and leading-edge listening tools to help formulate strategies and tactics. We generate timely and highly creative content to help engage the audience and influence sentiment, while keeping our eye on the bottom line through dashboards that operate 24/7/365 with the ability to update every 15 minutes. It's how we operate at the speed of a highly connected culture.

For BluePrint 2000 to achieve the economic development goals of the Agency, your social media needs will be heavily influenced by B2B needs with a focus on LinkedIn and other business-centric platforms. Omnicom has launched a first-to-market LinkedIn API which will be available to BluePrint 2000 in Q4 of this year. It will be an advantage that only The Zimmerman Agency can provide to you.

In addition to the ability to generate engagement through social media with targeted economic development decision makers, Twitter will allow you to build thought leadership and brand position through timely content.

Digital Services



An entire social media command center to move at the speed of culture.

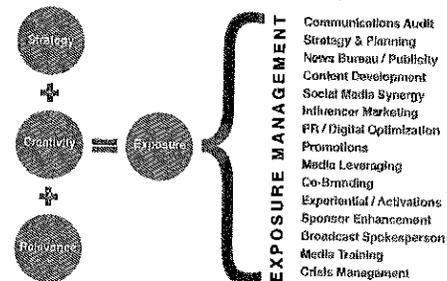


An Opportunity to Influence Your Audience Through Third Parties

The Zimmerman Agency Public Relations division represents the largest public relations firm in Florida for 18 consecutive years. And, while that fact alone certainly isn't enough to earn the opportunity to represent the interests of the Intergovernmental Agency, we also offer a powerful approach to gain awareness, influence audiences, and gain significant traction through third parties, including co-brands and promotional partners.

When most people think about public relations, they think about publicity, press conferences, and news releases. It's only natural that public relations practitioners are viewed as strategists, or part of the overall marketing equation, and at the core of the definition you would call them newsmakers. Certainly, our ability to generate considerable awareness through conventional news channels that will reach economic development decision makers should be a key strategic consideration. But, the ability to break from convention and seek additional exposure through proven channels will help differentiate the Agency and this market from the considerable competition.

Operating from the same Momentum Idea will ensure synergy in your messaging. But public relations has the ability to reach your audience through channels and platforms that will gain awareness, credibility, and consideration where other marketing disciplines simply cannot reach, including news bureau, co-branding, and influencer outreach.



THE ZIMMERMAN AGENCY

APPROACH AND METHODOLOGY.

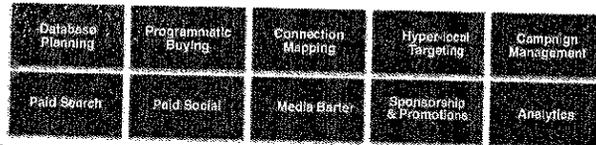
More Effective Media Planning and Connection Management

We believe anything between you and your audiences is media. And, we recognize that individuals—not audiences—consume media differently. We will use industry leading technology and our proprietary **Connection Mapping** process to your connect messages to the right individuals to optimize conversions. We are relentless in our approach to add value for clients. Tough but fair negotiations—and the **leverage of \$30 billion of Omnicom media buying clout**— will lead to expanded reach and exposure for the BluePrint 2000. For eight consecutive years, we have negotiated an average of more than 30% in added value for our clients and we will exceed that for BluePrint 2000

The Agency's Proven Approach To Media Planning and Connection Management



Media Planning and Connection Management Services



Media Teams Utilize the Following Software and Technology to Aid Planning



Measuring Media Success

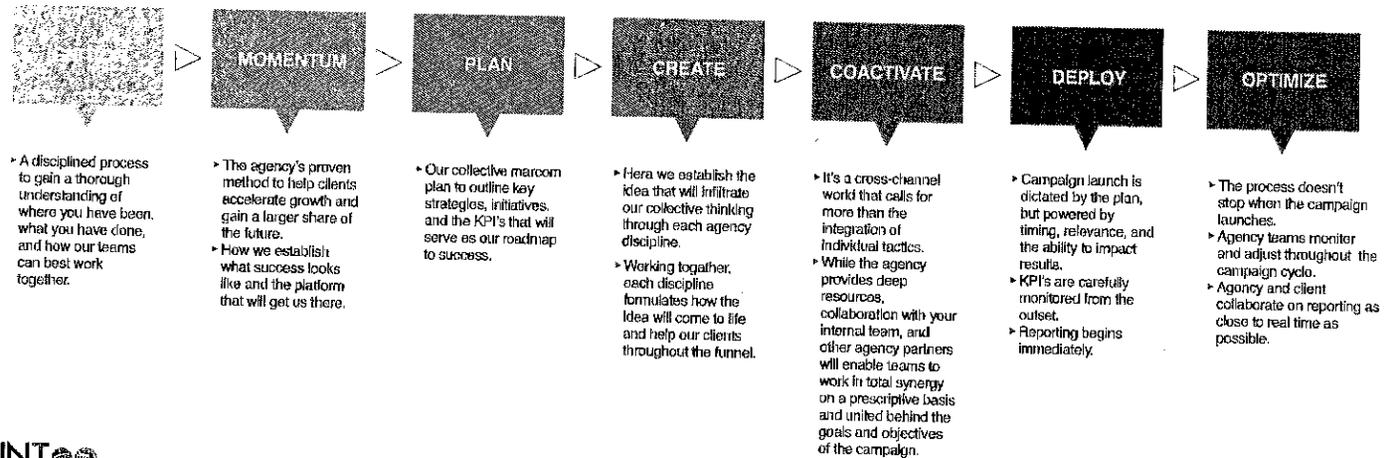
Everything we do for BluePrint 2000 will ultimately be driven by performance. But, the focus on results generated through media has never been more intense, or enabled. Our campaigns will be rigorously measured and continuously optimized against the established campaign KPI's and the Agency's business objectives. Optimizations are performed daily throughout each campaign. Reporting will be customized, and can be delivered through the our proprietary dashboards. We believe the success of your media dollars extends beyond the metrics of media, and our integrated approach allows us to consistently measure our efforts and the impact of media and messages against the intended conversions. In addition, media teams will benchmark results and utilize data and our learnings to increase the efficiency of future campaigns. We also consistently leverage paid media investments to insure the greatest impact of paid, owned, and earned media in a cross-channel environment. We use Google's suite of products, including the Marketing Platform, to provide the most up-to-date, actionable data as well as attribution tools to make smart decisions.



HOW IT ALL COMES TOGETHER.

Discipline, preparation, process and experience will be all critical ingredients to a successful relationship between The Zimmerman Agency and the Intergovernmental Agency. We understand that hiring an agency partner comes with some trepidation. We also understand that every client is different, and that the best laid plans require adjustments based on market conditions, competition, and client objectives. To ensure the most effective cross-channel marketing communications program for the City of Tallahassee, we will initiate a proven, multi-step, cross-discipline approach to planning and development. The process begins with Ignition -- a proven, precision step to understand and gain access to past plans, future plans, assets,

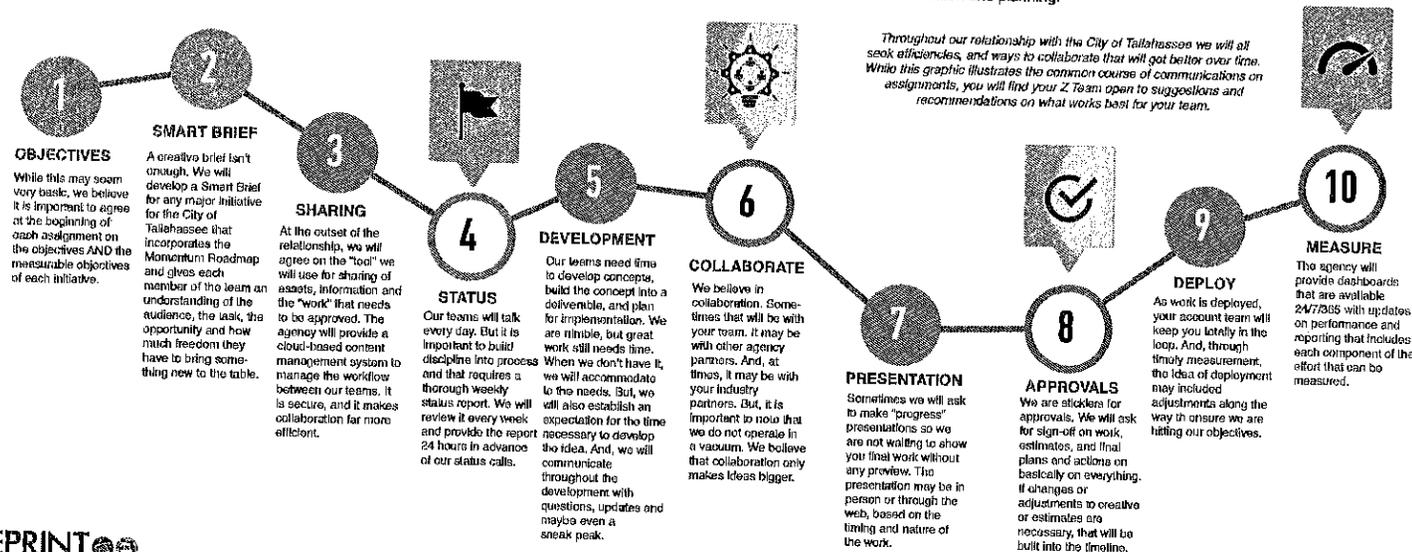
and simply your preference on how we work together. Momentum is the agency's planning methodology and an incredible way to explore the Truths and Insights that affect your business, and establish an Ambition to gain a clear understanding of what success looks like. Formulating the plan and empowering creative thinking are cornerstones of the effort. The unique structure of our agency allows teams to prescribe the most effective approach to your needs, and work in total synergy with every effort united to achieve your goals and objectives. The launch of the campaign is the first step toward optimizing and measuring each initiative throughout the funnel and the life of the campaign.



WORK PLAN TO SUPPORT BLUEPRINT 2000.

The graphic below demonstrates a typical work plan to address the method and how work is typically performed. We believe client communications, and the opportunity to collaborate are the key to the success of our client relationships. During the development of the plan, and as we establish priorities, there will be consistent communications. As we focus on our ability to communicate on a day-to-day basis and manage the scope assigned to the agency, the development process can become more, or less, complex. In an effort to simplify ongoing

communications and the sharing of responsibility for the development, management and deployment of projects and initiatives, the agency has developed tools and process to add discipline and rigor to a potentially unwieldy effort. That means we can't rely on email and text, but have to focus on how we calculate, communicate, and collaborate. The agency will introduce a cloud-based content management system for workflow, access to materials and assets, and secure collaboration and planning.



TAB 8: Minority Women Business Enterprise

MWBE PLAN.

The Zimmerman Agency is committed to meeting the MWBE objectives of this contract. We will utilize the services of two MWBE certified businesses to meet the MWBE goal for BluePrint 2000 Marketing and Graphic Design Services. We have well-established and successful working relationships with Harvest Printing & Marketing Solutions and ESP Media. We will use Harvest Printing & Marketing Solutions for printed materials. And, we will utilize the services of ESP Media for

audience outreach and planning. The intention is to provide ESP Media with 7.5% of the contracted amount and Harvest Printing and Marketing 5%. We will track and report on spending throughout the life of the contract to ensure we meet the objectives.

ESP MEDIA.

City of Tallahassee 048 777-028-10 07

**ATTACHMENT B
MWBE UTILIZATION FORM**

Respondent: The Zimmerman Agency
 Address: 1021 Micosukee Commons Dr, Tallahassee, FL 32306
 Phone: 850.668.2222
 RFP Name: Marketing and Graphics Standards for Blueprint 2000 HPF0069-19-1T

MWBE SUB CONTRACTORS INTENDED TO BE UTILIZED ON THE PROJECT

Name of MWBE Sub-Contractor/Supplier: ESP Media
 Address: 1028 East Park Ave, Tallahassee, FL 32301
 Phone: 850.222.0361 is the sub-contractor a certified MWBE? Yes No
 If yes, please provide a copy of your certification letter or certificate.
 Dollar amount of contract with sub-contractor/supplier: \$3,000 %
 Percentage amount of contract with sub-contractor/supplier: 7.5% %

Description of scope of work performed under agreement with the sub-contractor for amount indicated above:
marketing support, media buying, printing, collateral development

PLEASE SUBMIT A SEPARATE FORM FOR EACH SUB-CONTRACTOR/SUPPLIER.

WFO: 02/14
7/19/2012 10:58 AM 4

APR 23 2015

Sean Filman
 ESP Media Production Company
 1028 East Park Avenue
 Tallahassee, FL 32301

RE: Minority Business Enterprise (MBE) Certification Approval

Dear Seth Filman:

Congratulations! Your Minority Business Enterprise (MBE) Certification is approved by the Tallahassee Leon County Office of Economic Vitality, Minority, Women, and Small Business Enterprise (MWBE) Division. Your certification is effective for a period of two years from April 23, 2015 through April 23, 2017. This Certification is applicable when business is conducted consistent with the following guidelines:

Marketing Consulting Services, Marketing Research and Public Opinion Polling, Public Relations, Media Buying, Advertising, Agents and Managers for Artists, Athletes, Entertainers, and other Public Figures

Your submission of bids to supply other products or services outside of this specialty will result in the contracting entity not getting credit for Minority Business Enterprise (MBE) participation for the project.

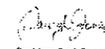
This certification is for Leon County Board of County Commissioners and the City of Tallahassee projects only. You are encouraged to become an active bidder in both Leon County's and the City of Tallahassee's procurement processes. Vendors interested in bidding with the City of Tallahassee may view bid information at: <http://www.cityoftallahassee.com/bids/contracts.aspx>. Additionally, vendors interested in bidding Leon County may view bidding information at: <http://www.leoncountymn.com/bids/contracts.aspx>.

This certification must be renewed bi-annually. If there is any change in ownership or control of the business, or if you propose to provide additional services not listed previously, the MWBE Division must be notified and a new Certification Application completed. In addition, the MWBE Division must be advised of any changes in your business name, address or contact information. All changes must be reported within fourteen (14) days of taking place. This requirement is applicable throughout the effective certification period.

Failure to report such changes may constitute grounds for cancellation of this certification. The Tallahassee Leon County MWBE Division reserves the right to cancel this certification at any time, due to fraudulent information, failure to properly report any type of business changes or revocation by a party of the MWBE Incentive Agreement. Cancellation of your certification is subject to your right to appeal. If such action is deemed necessary, you will be notified of the action, the appeal process, and of your appeal rights.

If you have any questions regarding your certification, you may call or email me at 850-300-7587 or sean@espmedia.com.

Sincerely,


 David Jones, Deputy Director
 MWBE/DBE Office



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THE ZIMMERMAN AGENCY

HARVEST PRINTING.

City of Tallahassee Bc RFP-009-18-01

**ATTACHMENT B
MWB/E UTILIZATION FORM**

Respondent: The Zimmerman Agency
Address: 1021 Miccosukee Commons Dr. Tallahassee, FL 32306
Phone: 850.668.2222
RFP Name: Printing and Graphics Services for Blueprint 2000 RFP 009-18-01

MWB/E SUB CONTRACTORS INTENDED TO BE UTILIZED ON THE PROJECT

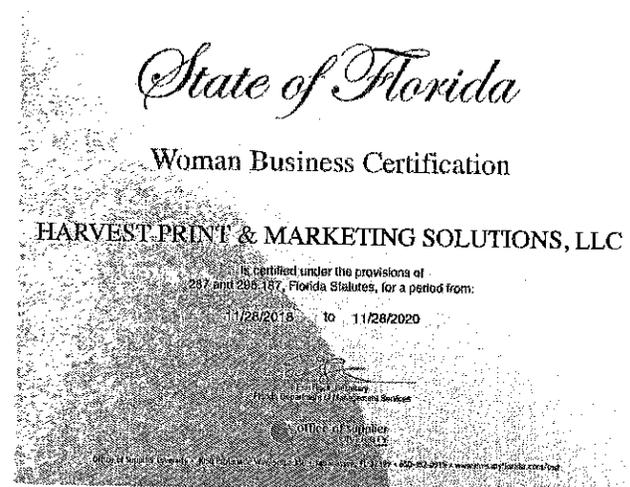
Name of MWBE Sub-Contractor/Supplier: Harvest Printing
Address: 1613 Capital Circle NE Tallahassee, FL 32308
Phone: 850.661.9400 Is the sub-contractor a certified MWBE? Yes No

If yes, please provide a copy of your certification letter or certificate.
Dollar amount of contract with sub-contractor/supplier: \$2,000 %
Percentage amount of contract with sub-contractor/supplier: 5% %

Description of scope of work performed under agreement with the sub-contractor for amount indicated above:
Printing of project materials.

PLEASE SUBMIT A SEPARATE FORM FOR EACH SUB-CONTRACTOR/SUPPLIER.

REP-SCW
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TAB 9: City of Tallahassee Documents

REPRESENTATIONS/CERTIFICATIONS.

Supplier Response Form REPRESENTATIONS/CERTIFICATIONS	
TAXPAYER IDENTIFICATION Respondent must complete Federal Form W-9 and submit it with their bid.	
OFFICIAL COMPANY INFORMATION (AS REGISTERED) (Type/Print)	
COMPANY NAME:	The Zimmerman Agency
MAIL ADDRESS:	1821 Microworld Commons Dr Tallahassee, FL 32308 (City) (State) (Zip Code+4)
TELEPHONE NO: (Toll-Free Preferred)	VOICE: 850-858-2222 EXTENSION: 3794 OTHER: FAX: 850-858-4822
EMAIL ADDRESS:	zimm@zimmerman.com
WEBSITE URL:	zimmerman.com
COMPANY CONTACT FOR CONTRACT MANAGEMENT (Type/Print)	
PERSON NAME:	Chris Zimmerman
TELEPHONE NO: (Toll-Free Preferred)	VOICE: 850-858-2222 EXTENSION: 3794 OTHER: FAX: 850-858-4822
EMAIL ADDRESS:	zimm@zimmerman.com
PAYMENT REMITTANCE ADDRESS (Type/Print) (Same as 2.B. enter "SAME 2.B.")	
NAME:	The Zimmerman Agency
MAIL ADDRESS:	1821 Microworld Commons Dr Tallahassee, FL 32308 (City) (State) (Zip Code+4)
TELEPHONE NO: (Toll-Free Preferred)	VOICE: 850-858-2222 EXTENSION: 3794 OTHER: FAX: 850-858-4822
EMAIL ADDRESS:	
CONTACT FOR INVOICE INQUIRIES	
NAME:	At Toll
TELEPHONE NO: (Toll-Free Preferred)	VOICE: 850-858-2222 EXTENSION: 3772
EMAIL ADDRESS:	
EMAIL ADDRESS:	OTHER: FAX: 850-858-4822 zimm@zimmerman.com
WHERE TO SEND PURCHASE ORDER (IF APPLICABLE)	
COMPANY NAME:	The Zimmerman Agency
MAIL ADDRESS:	1821 Microworld Commons Dr Tallahassee, FL 32308 (City) (State) (Zip Code+4)
Please enter your password below and click Save to update your response. Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See Electronic Signatures in Global and National Commerce Act for more information.)	
To take exception: 1) Click Take Exception. 2) Create a Word document detailing your exceptions. 3) Upload exceptions as an attachment to your offer on BidSync's system.	
By completing this form, your bid has not yet been submitted. Please click on the place after button to finish billing out your bid.	
Username: ams@zimm@zimmerman.com Password: _____	
Save: Take Exception Check * Required fields	

LOCAL BUSINESS CERTIFICATION AFFIDAVIT.

Supplier Response Form									
 Local Vendor Affidavit	Date Signed: _____								
<p>To qualify for Location preference, a vendor must maintain a permanent place of business with full-time employees within Leon, Wakulla, Gadsden or Jefferson County, Florida, for a minimum of six (6) months prior to the date quotes are received. Local Vendor must submit this Local Vendor Affidavit with their proposal for the preference.</p> <p>The undersigned, as a duly authorized representative of the vendor listed herein, certifies to the best of his/her knowledge and belief, that the vendor meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which meets ALL below requirements:</p> <ul style="list-style-type: none"> a) Has had a fixed office or distribution point located in and having a street address within the four county area of Leon, Wakulla, Gadsden and Jefferson for at least six (6) months immediately prior to the submission of bid/quote, to the City of Tallahassee, and b) Holds any business license required by the four county area of Leon, Wakulla, Gadsden, and Jefferson (please attach copies), and c) Employs at least one (1) full-time employee, or two (2) part-time employees whose primary residence is in the four county area of Leon, Wakulla, Gadsden, and Jefferson, or, if the business has no employees, the business shall be at least fifty percent (50%) owned by one or more persons whose primary residence is in the four county area of Leon, Wakulla, Gadsden, and Jefferson. <p>Please complete the following in support of the self-certification and submit copies of your County and/or City business license. Failure to provide the information requested will result in denial of certification as a local business.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">Business/Company Name: <u>The Zimmerman Agency</u></td> </tr> <tr> <td>Current Local Address: 1821 Miccosukee Circle Dr.</td> <td>Phone: (850) 398-2222 Fax: (850) 398-4022</td> </tr> <tr> <td colspan="2">If the above address has been for less than six months, please provide the prior local address: _____ Length of time at this address: <u>24</u></td> </tr> <tr> <td>Home Office Address: 1821 Miccosukee Circle Dr.</td> <td>Phone: (850) 398-2222 Fax: (850) 398-4022</td> </tr> </table> <p>NOTE: The purchasing agent shall not be required to verify the accuracy of any such certifications, and shall have the sole discretion to determine if a bidder meets the definition of a "local business."</p> <p> Signature of Authorized Representative:  Print Name of Authorized Representative: <u>Curis Zimmerman, President</u> </p>	Business/Company Name: <u>The Zimmerman Agency</u>		Current Local Address: 1821 Miccosukee Circle Dr.	Phone: (850) 398-2222 Fax: (850) 398-4022	If the above address has been for less than six months, please provide the prior local address: _____ Length of time at this address: <u>24</u>		Home Office Address: 1821 Miccosukee Circle Dr.	Phone: (850) 398-2222 Fax: (850) 398-4022	<p>Please enter your password below and click Save to update your response. Please be aware that typing to your password acts as your electronic signature, which is just as legal and binding as an original signature. (See Electronic Signature to Contract and Bid/Quote Comments Act for more information.)</p> <p>To take navigation:</p> <ol style="list-style-type: none"> 1) Click Save Exception. 2) Create a Word document detailing your exceptions. 3) Upload exceptions as an attachment to your offer on Bid/Quote system. <p>By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.</p> <p>Username: <u>amaeed@brightstagenex.com</u> Password: _____</p> <p>Save: Take Exception Case * Required fields</p>
Business/Company Name: <u>The Zimmerman Agency</u>									
Current Local Address: 1821 Miccosukee Circle Dr.	Phone: (850) 398-2222 Fax: (850) 398-4022								
If the above address has been for less than six months, please provide the prior local address: _____ Length of time at this address: <u>24</u>									
Home Office Address: 1821 Miccosukee Circle Dr.	Phone: (850) 398-2222 Fax: (850) 398-4022								

ACKNOWLEDGED ADDENDA.


CITY OF
ALLAHASSEE

NOTICE TO RESPONDENTS August 14, 2018

ADDENDUM No. 4
REQUEST FOR PROPOSALS (RFP) 189-19-RT

1. This addendum (2 Pages) incorporates changes and/or clarifications to the above referenced RFP only in the manner and to the extent stated herein and shall become part of the resulting contract.

2. Respondents must acknowledge this addendum by e-mail to BkISync.

3. If you have any questions on this or any related matter, please contact: Robert Threevitts
E-mail: rob3t3.threevitts@cityofallahassee.com; or through FRS TDD at 771.

Question and Answers for Bid # RFP-189-19-RT – Marketing & Graphics Services

1. Whether companies from Outside USA can apply for this?
(From India or Canada)
Answer: Yes

2. Whether we need to come over there for meetings?
Answer: Yes

3. Can we perform the tasks (related to RFP) outside USA?
(From India or CANADA)
Answer: Yes

4. Can we submit our proposals via email?
Answer: No. Proposals must be submitted thru BkISync.

5. What is the annual budget for this contract?
Answer: The marketing and Graphics contract is valued at \$40,000 per year for 3 years with an option for two 1-year extensions, for a total potential value of \$200,000 if the contract is held for the entire 5-year period.

6. Can you provide a list of projects completed?
Answer: The list of the Blueprint 2020 projects can be found at www.bkproject.com.

RFP No. 189-19-RT

PROPOSAL'S DUE DATE HAS CHANGED. ALL PROPOSALS ARE DUE AUGUST 20, 2018 BY 2:30PM.

END OF ADDENDUM

*Andre
Libroth*

Andre
Libroth
Manager for Procurement Services

RFP No. 189-19-RT

PROOF OF INSURANCE.

ACORD **CERTIFICATE OF LIABILITY INSURANCE**

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT REPRESENT A CONTRACT. IT IS SUBJECT TO ALL POLICIES, ENDORSEMENTS AND CONDITIONS THEREOF. THIS CERTIFICATE IS NOT VALID UNLESS IT IS ACCOMPANIED BY THE POLICIES, ENDORSEMENTS AND CONDITIONS THEREOF. THIS CERTIFICATE IS NOT VALID UNLESS IT IS ACCOMPANIED BY THE POLICIES, ENDORSEMENTS AND CONDITIONS THEREOF.

INSURANCE INFORMATION: The certificate holder is an ACORD member. The policy or policies are ADVERSARIAL INSURED policies or are endorsed if SUBSCRIPTION is written, subject to the terms and conditions of the policy, which policies may include an endorsement. A statement in this certificate does not confer rights to the certificate holder in line of such endorsement(s).

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 New York, NY 10018
 www.acord.com

COVERAGES: **CERTIFICATE NUMBER:** **EXCLUSIONS:** **REVISED NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED BY THE INSURER AND THE POLICY PERIOD BEGINS ON THE DATE INDICATED. HOWEVER, THERE MAY BE A PERIOD OF TIME OF COVERAGE IN WHICH THE POLICY PERIOD BEGINS ON THE DATE INDICATED. THIS CERTIFICATE MAY BE ISSUED ON ANY TERMS, THE POLICIES AFFORDED BY THE POLICY IS DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, CONDITIONS AND EXCLUSIONS OF EACH POLICY. THIS CERTIFICATE IS NOT VALID UNLESS IT IS ACCOMPANIED BY THE POLICIES, ENDORSEMENTS AND CONDITIONS THEREOF.

NO.	DESCRIPTION	INSURANCE COMPANY	POLICY NUMBER	INSURED	COVERAGE	PERIOD	AMOUNT	UNIT
1	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
2	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
3	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
4	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
5	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
6	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
7	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
8	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
9	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
10	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
11	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
12	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
13	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
14	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
15	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
16	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
17	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
18	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
19	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY
20	COMMERCE/BUSINESS AUTO	ACORD		ACORD	COMMERCE/BUSINESS AUTO	1/1/2018	1,000,000	PER POLICY

DESCRIPTION OF OPERATIONS/EXCLUSIONS: (PLEASE PRINT, ADDITIONAL INFORMATION MAY BE OBTAINED FROM POLICY)

CERTIFICATE HOLDER: **CANCELLATION:**

Board Corp
 100 Avenue of the Americas
 100th Floor
 New York, NY 10018

IF THIS POLICY IS CANCELLED BY THE INSURER, THE POLICY PERIOD SHALL BE DELETED IN ACCORDANCE WITH THE POLICY TERMS.

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DRUG-FREE WORKPLACE.

Supplier Response Form

CERTIFICATION OF A DRUG-FREE WORKPLACE

Section 287.087 of the Florida Statutes provides that, whenever two or more bids, proposals, or replies that are equal with respect to price, quality, and service are received by the state or by any political subdivision for the procurement of commodities or contractual services, a bid, proposal, or reply received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. In order to have a drug-free workplace program, a business shall:

- 1) Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- 2) Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation and employee assistance programs and the penalties that may be imposed upon employees for drug abuse violations.
- 3) Give each employee engaged in providing the commodities or contractual services that are under Bid a copy of the statement specified in Subsection (1).
- 4) In the statement specified in Subsection (1), notify the employees, as a condition of working on the commodities or contractual services that are under Bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or no contest to, any violation of Chapter 893 or of any controlled substance law of the United States or any State, for a violation occurring in the workplace no later than five (5) days after such conviction.
- 5) Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by any employee who is so convicted.
- 6) Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

Please sign below and return this form to certify that your business has a drug-free workplace program. As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements. False statements are punishable at law.

RESPONDENT'S NAME:

By: 
Authorized Signature
Print Name and Title

Please enter your password below and click Save to update your response.
Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an

original signature. (See Electronic Signatures in Global and National Commerce Act for more information.)

To take exception:

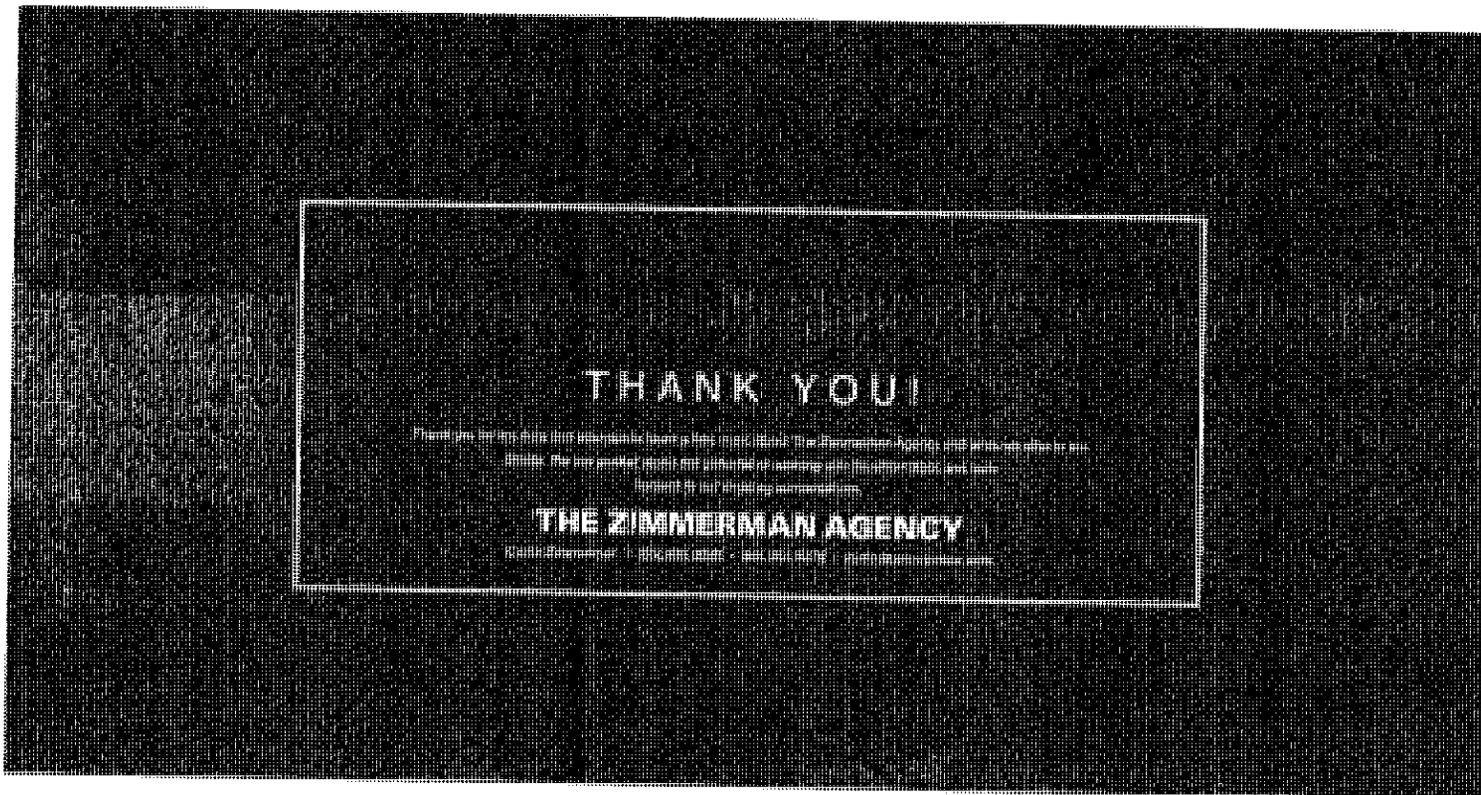
- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username: ameresth@brightledagency.com
Password:

[Save Take Exception Click](#)

* Required fields



**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #7**

December 12, 2019

Title: Approval of a Local Funding Agreement with the Florida Department of Transportation for Pedestrian Crosswalk Improvements on South Monroe Street

Category: Consent

Intergovernmental Management Committee: Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Megan Doherty, Blueprint Planning Manager

STATEMENT OF ISSUE:

This agenda item seeks authorization from the Blueprint Intergovernmental Agency Board of Directors (IA Board) to enter into a Locally Funded Agreement with the Florida Department of Transportation (FDOT) for pedestrian crosswalk improvements on South Monroe Street, to be completed in conjunction with a FY 2021 FDOT resurfacing project on this roadway. The proposed improvements include the installation of brick-style patterned pavement from Yaeger Street to Perkins Street (Attachment #1), which are consistent with the improvements identified within the Blueprint 2020 Monroe-Adams Placemaking project (Attachment #2).

FISCAL IMPACT:

This item has fiscal impact. Based on the costs estimate developed by FDOT (Attachment #3), the proposed improvements for five intersections on South Monroe Street will cost \$84,324.45. Funding is available in the Monroe-Adams Placemaking project account to fund these improvements.

RECOMMENDED ACTION:

Option 1: Authorize the Intergovernmental Management Committee to approve execution of a Locally Funded Agreement with the Florida Department of Transportation for the construction of pedestrian crosswalk improvements on South Monroe Street.

SUPPLEMENTAL INFORMATION:

This agenda item requests IA Board authorization to enter into a Locally Funded Agreement with the FDOT for pedestrian crosswalk improvements on South Monroe Street. FDOT has a planned resurfacing project scheduled for FY 2021 on South Monroe Street from Paul Russell Road to Perkins Street. The resurfacing project overlaps with the boundaries of the Blueprint Monroe-Adams Placemaking project from Yaeger Street to Perkins Street. Blueprint identified an opportunity to improve 11 crosswalks at five intersections within the Placemaking project boundary as part of this resurfacing project. Through the proposed Agreement, Blueprint will fund the high-emphasis patterned pavement treatment at these crosswalks to improve safety for pedestrians crossing South Monroe Street and the corridor aesthetics. An example of the proposed improvements is included as Attachment #4.

Blueprint 2020 Monroe-Adams Placemaking Project

The Blueprint Monroe Adams Placemaking project has an estimated cost of \$7 million and is intended to create a walkable, mixed-use district along South Monroe and South Adams Street with comfortable streets for pedestrians, transit users, and cyclists. The sales tax project approved by voters has its foundation in the 2011 Placemaking plan, which identified improvements to key cross streets connecting the South Adams and South Monroe Street corridors. Specifically, the placemaking improvements are intended to improve the appearance, comfort, and safety of public streets and private property along Harrison Street, Pershing Street, Jennings Street, Perkins Road, and Kestner Street, as well enhance the walkability and aesthetics of South Monroe Street and South Adams Street.

The proposed improvements are consistent with the improvements identified within the Blueprint 2020 Monroe-Adams Placemaking project and will be completed in conjunction with a FY 2021 FDOT resurfacing project on this roadway. As approved by the IA Board at their September 5, 2019 meeting, the FY 2020 budget includes a \$1,000,000 capital funding allocation for this project. Upon approval from the IA Board, a portion of this funding will be used for the patterned pavement pedestrian crosswalk improvements on South Monroe Street from Yaeger Street to Perkins Street. The City of Tallahassee Underground Utilities and Public Infrastructure Department has agreed to maintain the improved crosswalks and will execute a maintenance agreement with FDOT pending the approval of funding for the crosswalk improvements.

SUMMARY OF PUBLIC ENGAGEMENT

The first phase of funding for this project was approved within the FY 2020 Capital Improvement Plan by the IA Board, and public engagement for this project will begin in 2020 concurrent with the project kickoff.

Action by the TCC and CAC: This item was presented to the TCC at their December 2, 2019 meeting as part of their Consent agenda and the TCC voted to recommend the IA Board approve Option #1. This item was presented to the CAC at their December 5, 2019 meeting as part of the Consent agenda and the CAC voted to recommend the IA Board approve Option #1.

OPTIONS:

- Option 1: Authorize the Intergovernmental Management Committee to approve execution of a Locally Funded Agreement with the Florida Department of Transportation for the construction of pedestrian crosswalk improvements on South Monroe Street.
- Option 2: Do not authorize the Intergovernmental Management Committee to approve execution of a Locally Funded Agreement with the Florida Department of Transportation for the construction of pedestrian crosswalk improvements on South Monroe Street.
- Option 3: IA Board Direction.

RECOMMENDED ACTION:

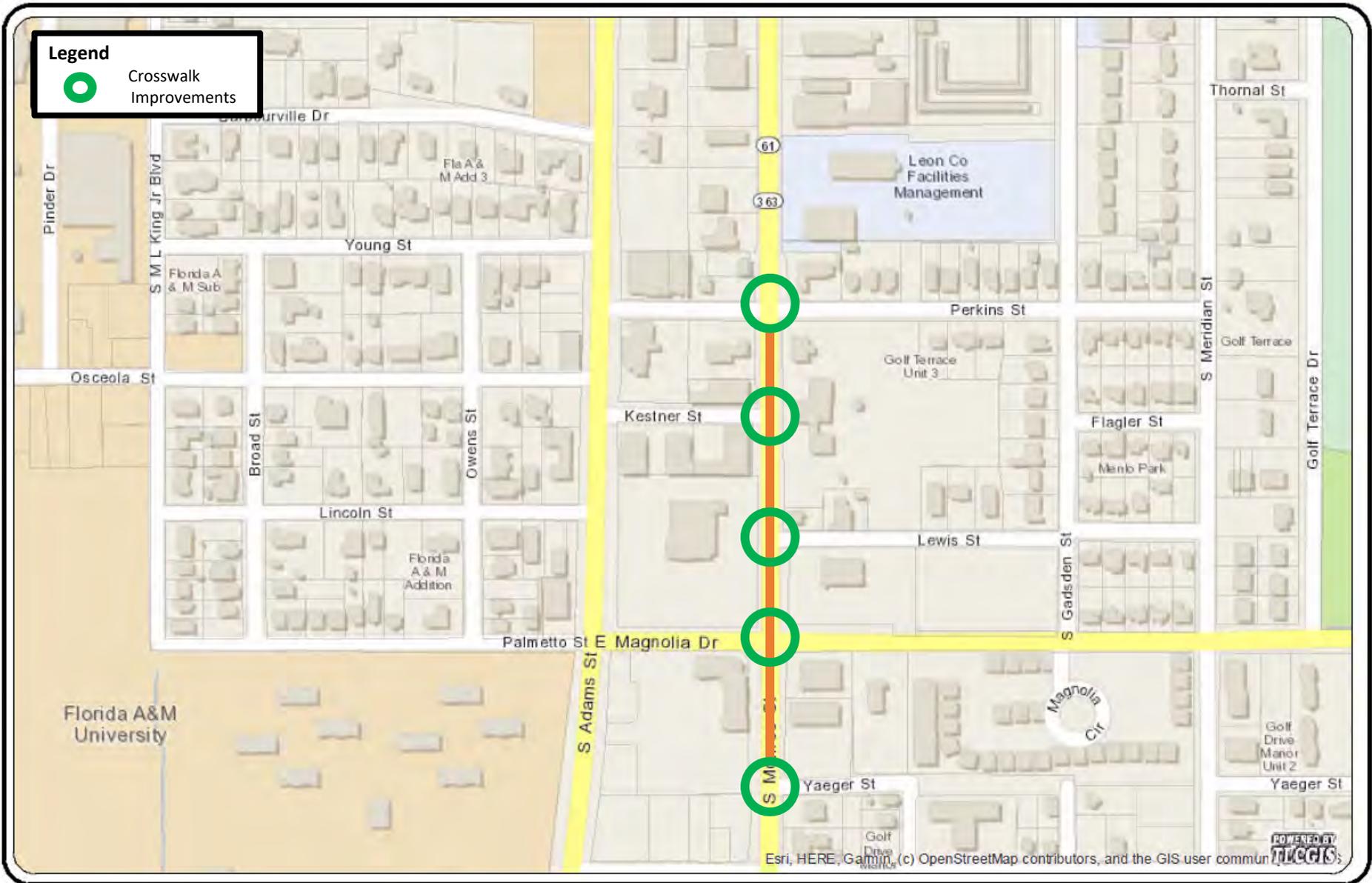
- Option 1: Authorize the Intergovernmental Management Committee to approve execution of a Locally Funded Agreement with the Florida Department of Transportation for the construction of pedestrian crosswalk improvements on South Monroe Street.

Attachments:

1. Project Area Map: South Monroe Street from Yaeger Street to Perkins Street
2. Blueprint 2020 Project Description: Monroe-Adams Placemaking
3. FDOT Cost Estimate for Crosswalk Improvements on South Monroe from Yaeger Street to Perkins Street
4. Image Example: Proposed Crosswalk Improvements



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Land Information

DISCLAIMER

This product has been compiled from the most accurate source data from Leon County, the City of Tallahassee and the Leon County Property Appraiser's Office. However, this product is for reference purposes only and is not to be construed as a legal document or survey instrument. Any reliance on the information contained herein is at the user's own risk. Leon County, the City of Tallahassee, and the Leon County Property Appraiser's Office assume no responsibility for any use of the information contained herein or any loss resulting therefrom.



Scale:	Tallahassee/Leon County GIS Management Information Services
Not To Scale:	Leon County Courthouse 301 S. Monroe St, P3 Level
Date Drawn:	Tallahassee, FL 32301 850/606-5504
November 13, 2019	http://www.tlccgis.org

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Community Enhancement Districts

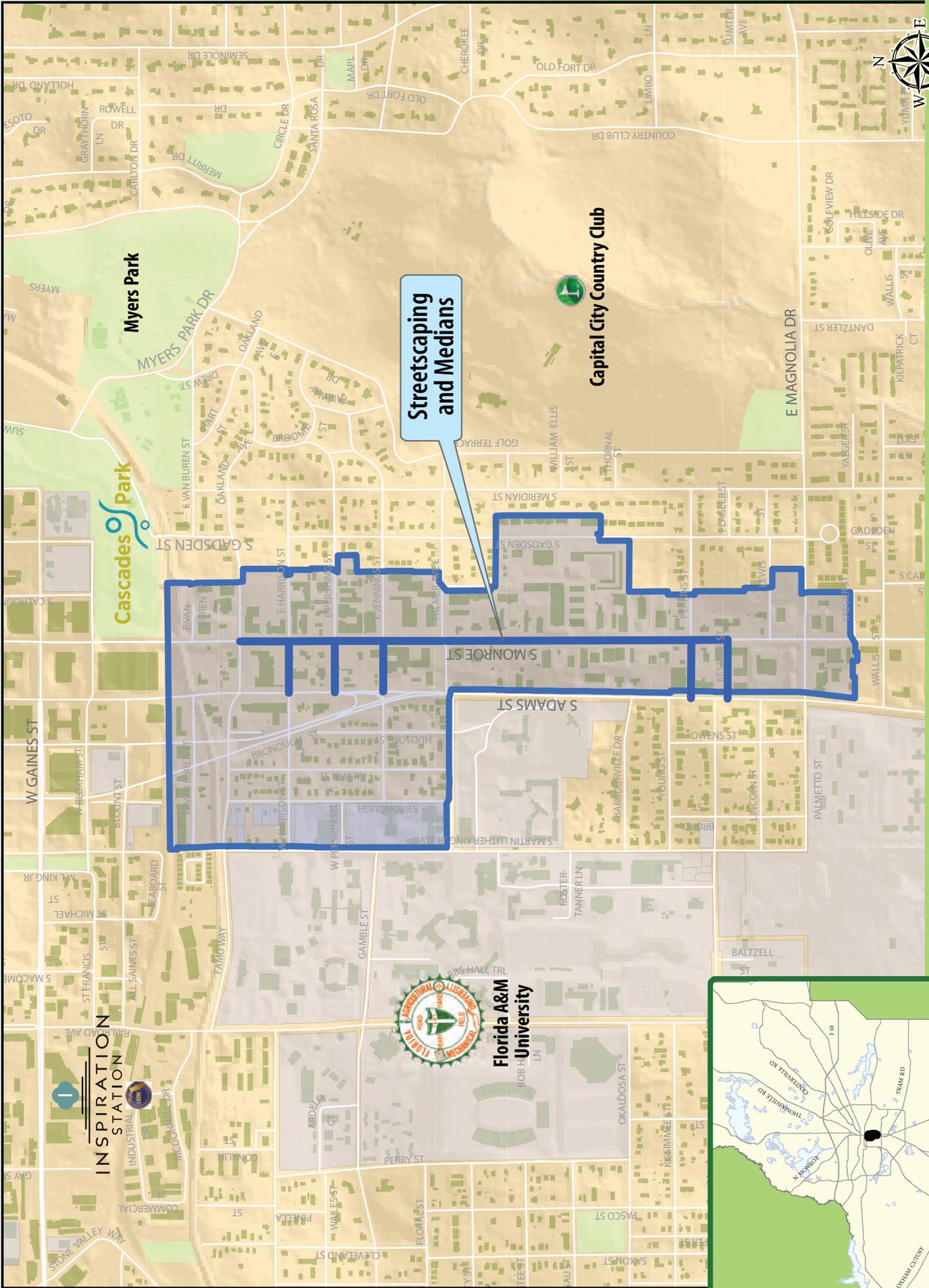
Monroe-Adams Corridor Placemaking



Project Highlights

- Installation of South Monroe Street medians from FAMU Way/Oakland Avenue to Magnolia Avenue.
- Streetscape improvements may include:
 - Sidewalks
 - Lighting
 - Signage
 - Landscaping
 - Underground utilities
 - Intersection crossings at South Monroe Street and Adams Street.
- Street parking (where possible) on Harrison Street, Pershing Street, Jennings Street, Perkins Road, and Kestner Street .
- Estimated Cost: \$7 million

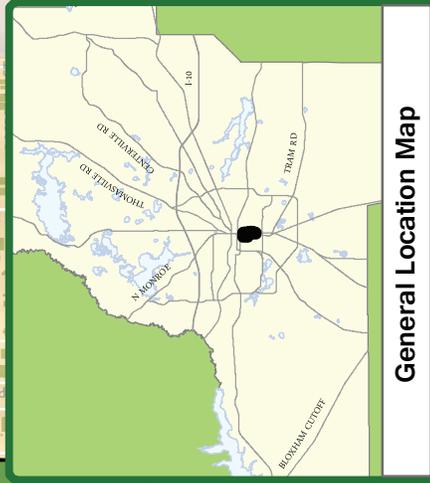
This project provides infrastructure that is essential for creating a walkable, mixed-use district. These improvements will create safe, comfortable streets for pedestrians, transit users, and cyclists. The placemaking improvements will also improve the appearance, comfort, and safety of public streets and private property creating a pedestrian environment. This pedestrian environment may increase patronage at local businesses and encourage urban infill and mixed-use buildings.



Monroe-Adams Corridor Placemaking



Florida A&M University



General Location Map

Florida Department of Transportation – Cost Estimate for Eleven (11) Pedestrian Crosswalk Improvements at Five Intersections on SR61 South Monroe Street from Yaeger Street to Perkins Street

Quantity	Unit	Pay Item #	Pay Item Description	Unit Price	Total	
315	SY	327-70-5	MILLING EXIST ASPH PAVT, 2" AVG DEPTH	\$4.00	\$1,260.00	\$71,704.00
34.68	TN	337-7-81	ASPHALT CONCRETE FRICTION COURSE, TRAFFIC B, FC-12.5, PG 76-22	\$175.00	\$6,069.00	
515	SY	523-1	PATTERNED PAVEMENT, VEHICULAR AREAS	\$125.00	\$64,375.00	
1	LS	101-1	Mobilization	7%	\$5020.00	\$8,605.00
#	LS/Days	102-1	Maintenance of Traffic	5%	\$3,585.00	
						\$80,309.00
		995-25	Initial Contingency	5%	\$4,015.45	\$84,324.45

Example of Crosswalk Improvements at Five Intersections on SR61 South Monroe Street from Yaeger Street to Perkins Street



Blueprint Intergovernmental Agency Board of Directors

Agenda Item #8

December 12, 2019

Title: Authorization to Proceed with Procurement of Continuing Service Agreement Contracts for Design Services

Category: Consent

Department: Blueprint Intergovernmental Agency, Infrastructure Program

Contact: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Daniel Scheer, Design and Construction Manager, Blueprint

STATEMENT OF ISSUE:

This agenda item seeks authorization by the Blueprint Intergovernmental Agency Board of Directors (IA Board) to proceed with advertisement, negotiation, and award of design Continuing Service Agreements (CSAs) in accordance with Blueprint Procurement Policy 101.07 and City of Tallahassee Commission Procurement Policy No. 242. These CSAs provide opportunity to quickly fill design needs when peer reviews are necessary or when an existing project contract is not yet in place. All activities associated with the CSAs will directly support IA Board approved project implementation schedules and allocations. For larger, more comprehensive projects, Blueprint will continue to select consultants through an independent, competitive process in accordance with Blueprint and City policies.

FISCAL IMPACT:

This agenda item has no fiscal impact at this time. Funds necessary to proceed with the requested procurement activities will be included with each individual project budget, and actual expenditures will be determined at the time specific scopes of work are defined. There is no guaranteed work associated with the CSAs. The proposed maximum design threshold is \$100,000 per work order. Total cumulative costs are estimated at \$1,500,000 over three years. An additional \$1,000,000 could be expended if the two-year extension is granted.

RECOMMENDED ACTION:

Option 1: Authorize staff to advertise, negotiate, and award Continuing Service Agreements for design services with IMC approval.

SUPPLEMENTAL INFORMATION:

The objective of this agenda item is to secure a pre-qualified list of vendors to deliver minor design services in direct support of Blueprint infrastructure projects through the use of Continuing Services Agreements (CSAs). CSAs ensure efficient delivery of services and enhanced accuracy in cost estimating and budgeting. The solicitations advertising the CSAs will be specifically targeted for local small businesses, including minority and women firms certified with the Minority Women Small Business Enterprise Division of the Office of Economic Vitality. Vendors that meet qualification requirements will be placed on an approved list for the Agency to use for minor design services with negotiated fees associated with IA Board approved projects. All services will be procured in accordance with Blueprint Procurement Policy 101.07 and City of Tallahassee Commission Procurement Policy No. 242.

The design vendors will be selected on their technical qualifications with preference provided for local, small businesses per City and Blueprint Procurement Policies. Vendors that meet qualification requirements will be placed on the approved list for the Agency to use for minor design services associated with IA Board Approved projects. The CSAs are proposed to cover an initial three-year term, with two optional one-year extension periods, for a possible maximum of five years. The proposed maximum design threshold is \$100,000 per task order. Total cumulative costs are estimated at \$1,500,000 over three years. An additional \$1,000,000 would be expended if the two year extension is granted.

Awards of CSAs do not constitute authorization for the expenditure of Blueprint funds. IA Board authorization for the expenditure of funds and funding allocations are found in the Capital Improvement Project budget approved by the IA Board during the annual budget process. The CSAs are only contractual vehicles for the accomplishment of approved and funded design services on a Blueprint project.

In accordance with Blueprint and City Procurement Policies and Florida law, the qualification-based ranking of professional architectural, engineering, landscape architectural, or surveying and mapping services firms is required to purchase professional services over \$35,000. As such, this agenda item seeks authorization to issue a Request for Qualifications (RFQ) advertising CSAs for minor design services on Blueprint projects. Once the vendors are ranked, the IMC has authority to award a CSA to the highest ranked vendors.

The IA Board approved Blueprint 2020 implementation plan includes the design of 27 infrastructure projects. The vendors selected will have the opportunity to provide minor design services for projects like the Bike Route and Greenways Master Plan as well as

many more as needs arise. For larger, more comprehensive projects, consultants are selected through an independent, competitive process. These CSAs provide an opportunity to quickly fill design needs when peer reviews are necessary or when an existing project contract is not yet in place.

NEXT STEPS

With IA Board authorization, it is anticipated that advertisement of the CSAs for design services will be in February 2020 with CSAs fully executed by early summer 2020. The final CSAs with the selected vendors will be approved by the Intergovernmental Management Committee (IMC). No guaranteed work associated with the CSAs. Task orders will be developed and fees negotiated as services are needed. In accordance with Blueprint Budget and Procurement Policy, where the IA Board has allocated funding for the work in the Capital Improvement Project budget, the Director of PLACE may approve task orders up to \$25,000 and the IMC may approve task orders above \$25,000 and up to the CSA threshold of \$100,000. Consistent with policy, task orders developed through the CSAs will be reviewed and approved by the Director of PLACE or the IMC as appropriate.

SUMMARY OF PUBLIC ENGAGEMENT

The intent of the CSA is to offer opportunities to smaller firms within the Tallahassee-Leon County community. Blueprint has engaged with local consulting firms regarding this upcoming opportunity and attended business networking events, such as the OEV MWSBE B2B events, and heard from local firms of interest in these types of CSAs.

Action by the TCC and CAC: **Action by the TCC and CAC:** This item was presented to the TCC at their December 2, 2019 meeting as part of their Consent agenda and the TCC voted to recommend the IA Board approve Option #1. This item was presented to the CAC at their December 5, 2019 meeting as part of the Consent agenda and the CAC voted to recommend the IA Board approve Option #1.

OPTIONS:

- Option 1: Authorize staff to advertise, negotiate, and award Continuing Service Agreements for design services with IMC approval.
- Option 2: Do not authorize staff to advertise, negotiate, and award Continuing Service Agreements for design services with IMC approval.
- Option 3: IA Board direction.

RECOMMENDED ACTION:

- Option 1: Authorize staff to advertise, negotiate, and award Continuing Service Agreements for design services with IMC approval.

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**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #9**

December 12, 2019

Title: Acceptance of the Status Report on the Emerging Florida Hemp Sector in the Capital and Northwest Florida Region

Category: Consent

Intergovernmental Management Committee: Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff/Project Team: Benjamin H. Pingree, Director, Department of PLACE
Cristina Paredes, Director, Office of Economic Vitality
Drew Dietrich, Deputy Director, Office of Economic Vitality
Richard Fetchick, Business Intelligence Manager, Office of Economic Vitality

STATEMENT OF ISSUE:

This agenda item provides a status report on activities surrounding the emerging hemp sector in the Capital and Northwest Florida Region. As a new industry for Florida, this agenda item discusses new legislation, highlights from the 850 Hemp Summit, Hemp-based business development opportunities, and how regional collaboration will continue to inform efforts to jointly develop the sector between Leon County and rural surrounding counties.

FISCAL IMPACT:

This item has no fiscal impact, although associated business development activities may translate to incentive requests, brought before the IA Board as needed, for new or expanding businesses.

RECOMMENDED ACTION:

Option 1: Acceptance of the Status Report on the Florida Hemp Sector in the Capital and Northwest Florida Region.

STRATEGIC PLAN:

This agenda item supports initiatives found within the Office of Economic Vitality (OEV) Strategic Plan, including Business Formation and Business Recruitment. Hemp fiber processing, oil-extraction, and other value-adds are Manufacturing operations (NAICS 31-33), and as such constitute a Tallahassee-Leon County target industry. By working with potential businesses seeking to establish processing facilities in the area, OEV staff are fulfilling the directives to pair entrepreneurs with “access to affordable space and availability of capital” and to “identify and develop a full inventory of all available products (sites and buildings), along with the workforce, resources and other factors that create the total picture a company may consider in choosing to relocate or expand to Tallahassee-Leon County” (Strategy d.1).

SUPPLEMENTAL INFORMATION:

This agenda item explores the establishment of the emerging hemp sector in Florida, industry research and projections, and next steps occurring in the near to mid-term horizon in OEV strategic actions related to growing the sector.

In June 2019, Governor DeSantis signed legislation to move ahead with commercial hemp production (Florida Statute 581.217), overseen by the Florida Department of Agriculture and Consumer Services (FDACS). It should be noted that in 2017, legislation was signed into law to authorize the state to conduct hemp research projects. Hemp is a highly versatile commodity: it can be used in a raw fibrous state, pressed for oil, and transformed into food products, construction materials, medicine, jewelry, paper, pellets, and thousands of other end products. Market research on Hemp suggests that the current national market equaled \$820 million in sales during 2017, and is projected to grow to \$1.9 billion by 2022. Attachment #1, Hemp Sector Market Analysis, further summarizes markets and growth potential. Currently, farming of hemp is not yet allowed until FDACS finalizes the rules to govern the licensing process and is approved by the U.S. Department of Agriculture (USDA). It is anticipated the planting will be allowed to start in early 2020.

Responding to the creation of the State’s Hemp Program and to potentially address significant farm destruction caused by Hurricane Michael, the Apalachee Regional Planning Council (ARPC) and regional partners organized the state’s first hemp summit, titled the “850 Hemp Summit” (Attachment #2). It was enabled through an OEV Sponsorship, and took place at the FSU Turnbull Conference Center on October 2, 2019. The Summit was designed to introduce cultivators, manufacturers, and retailers to the potential of industrial hemp, priming them for business planning and opportunity once the state implements the rules governing the hemp cultivation programs. With over 240 registrations, the Summit brought together interested farmers, cultivation and production experts, economic development professionals and state policymakers to discuss the current status of the State’s rulemaking process as well as challenges and opportunities for this emerging market within the Capital and North Florida region.

Due to the interest expressed regarding the original event, ARPC also organized and held a second 850 Hemp Summit in Marianna, FL on November 13, 2019 to specifically target farmers

looking to experiment with hemp cultivation during the following growing year. This event also emphasized the need for rural-urban collaboration in the form of farmer-to-processing facility cooperatives and arrangements.

The emerging hemp sector is regional in nature and allows for numerous collaboration opportunities between rural/agriculture-focused economies surrounding Leon County (e.g. Jackson, Gadsden) and the urban center of Tallahassee. Like medical marijuana, it will involve a “farm-to-retail” pipeline that connects growers to processors and ultimately shops such as Tallulah Juice Bar. OEV, in an effort to position itself competitively to attract hemp and other manufacturing, can continue the development of its strategic sites inventory. Additionally, OEV will continue to support capacity building, entrepreneurship, and attraction efforts. Opportunity Florida, Gadsden County Economic Development Council, ARPC, and OEV, in working to nurture the Hemp industry in the region, have already held two successful events that helped broaden the discussion around this emerging industry, and will continue to evaluate the Hemp industry and the growth that can result from the development of Hemp products and businesses in the region. OEV, in conducting its business outreach, will continue to ensure that entrepreneurs and businesses meet with the resources, sites, and workforce they need as the supply chain matures in North Florida. This falls in line with OEV Strategic Plan cornerstones supporting Business Formation (Strategy a), Business Expansion (Strategy c), Business Recruitment (Strategy d), and Talent Pipeline (Strategy f).

Next Steps

The inaugural 850 Hemp Summit encouraged early hemp entrepreneurs and investors to pursue next steps to establish a business in Florida, pending the implementation of the rules by the FDACS. The Summit also fostered a collective identity of hemp production in the region. Importantly, farming of hemp is not yet allowed until FDACS finalizes the rules to govern the licensing process and is approved by the U.S. Department of Agriculture (USDA). It is anticipated the planting will be allowed to start in early 2020.

Locally, OEV can assist businesses at any stage of the emerging hemp sector – from agriculture to retail – to find space, locate talent, navigate permitting, and pursue incentives where appropriate. Whereas interested farms within Leon County exist and have attended the Summit events, most cultivation will locate outside of Tallahassee. Thus, manufacturing and transportation (processing, warehousing, and shipping) will occupy the main focus for business development by OEV. Within these sectors, OEV, City, and County partners are working to on-line additional properties, including the Strategic Sites Inventory and potentially reactivate underutilized facilities.. Attachment 3 provides a map of identified strategic sites within the Urban Services Area.

To stimulate and capture this business growth opportunity, OEV will assist regional partners by referring potential businesses to Gadsden County Development Council, North Florida Economic Development Partnership, and Opportunity Florida when opportunities best align with rural county assets. Leon County is well positioned to serve as a distribution hub for these products, transforming hemp into food, CBD, supplement, clothing, and other products, and shipping these products nationally and internationally.

In light of the success of the first series of 850 Hemp Summits, OEV will coordinate with ARPC to determine the need for future capacity building events. These may include a refresher seminar and networking opportunities after the FDACS rules are adopted.

In summary, OEV supports all manufacturing, transportation and logistics, and high-wage job creation in the County. As the Hemp industry emerges, OEV will continue to court and incentivize expansions within the County through land, labor, and capital inputs that provide jobs and stability to residents. OEV will coordinate with regional economic development partners to assist businesses at all phases of the supply chain, looking to welcome new employers from growers to retail showrooms to the Tallahassee MSA.

CONCLUSION:

The emerging Hemp Sector is a viable industry within the regional economy – farming, manufacturing, and retail. OEV collaborated as an organizer and title sponsor at the inaugural 850 Hemp Summit, organized in response to evolving state legislation and market opportunities. Through connections to regional economic development partners, OEV was able to support a preliminary exploration of the sector and strengthen ties to partners for further business development. OEV will work with regional EDOs to ensure that new and existing businesses find the space, equipment, and workforce needed to bring State Hemp Program opportunities to life in the Capital Region. In working to develop its sites, OEV is committed to bringing new businesses, products, and jobs to Leon County. It will leverage land, labor, capital, and regional connections to assist the expansion and installation of Hemp businesses that provide stable, higher-income jobs to Leon County residents through a number of existing programs available through the Office of Economic Vitality.

OPTIONS:

- Option 1: Acceptance the Status Report on the Florida Hemp Sector in the Capital and Northwest Florida Region
- Option 2: Do not accept the Status Report on the Florida Hemp Sector in the Capital and Northwest Florida Region.
- Option 3: IA Board Direction.

RECOMMENDED ACTION:

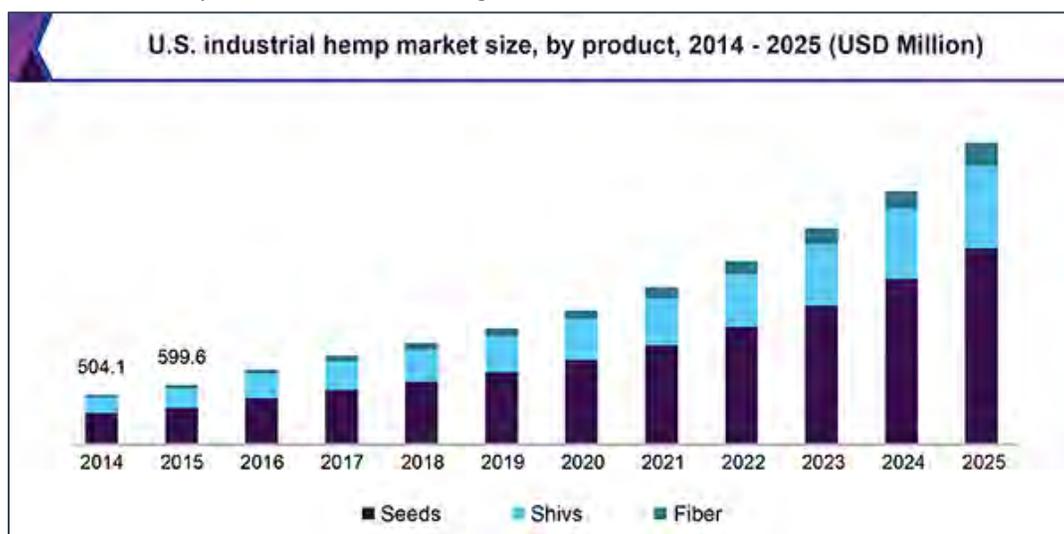
- Option 1: Acceptance of the Status Report on the Florida Hemp Sector in the Capital and Northwest Florida Region.

Attachments:

1. Hemp Sector Market Analysis
2. 850 Hemp Summit

Attachment 1 – Hemp Sector Market Analysis

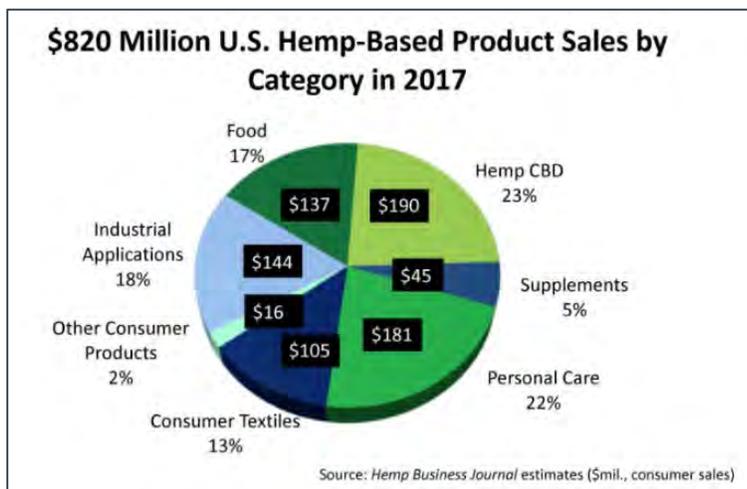
1. The global industrial hemp market is projected to grow from USD \$4.6 Billion in 2019 to \$26.6 billion by 2025. ([Cision PR Newswire](#), from a [Research and Markets Report](#))
2. The Asia Pacific region accounted for largest market share in 2018, producing and consuming hemp fiber for textiles, paper, cosmetics, personal care, and food supplements. ([Cision PR Newswire](#), from a [Research and Markets Report](#))
3. Large hemp product businesses include: Hempco (Canada), Ecofibre (Australia), Hemp Inc. (US), GenCanna (US), HempFlax BV (Netherlands), Konoplex Group (Russia), Hemp Oil Canada (Canada), BAFA (Germany), Hemp Poland (Poland), Dun Agro (Netherlands), Colorado Hemp Works (US), Canah International (Romania), South Hemp Tecno (Italy), Plains Industrial Hemp Processing (Canada), and MH Medical Hemp (Germany). ([Cision PR Newswire](#), from a [Research and Markets Report](#))
4. Growing demand for hemp-based food products including cooking oil, dairy alternatives, flour, salad dressing, bread, and cookies is expected to drive market growth in the US:

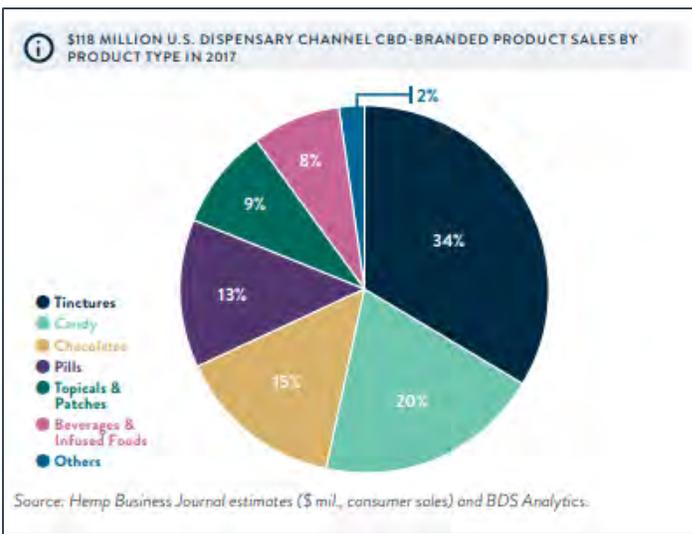
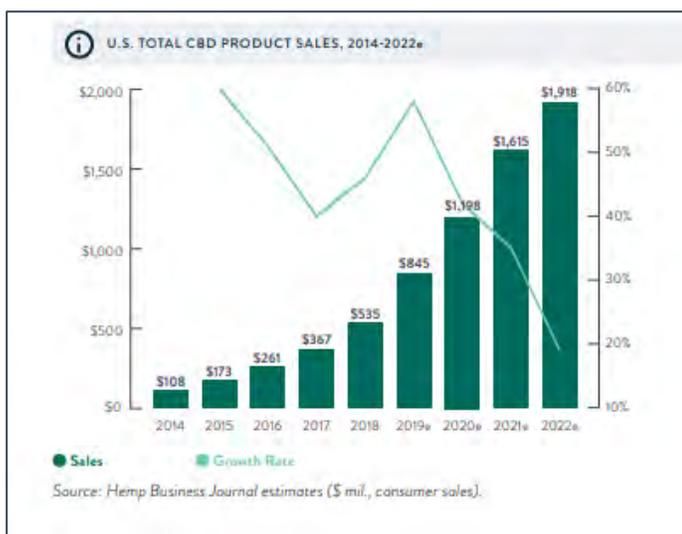
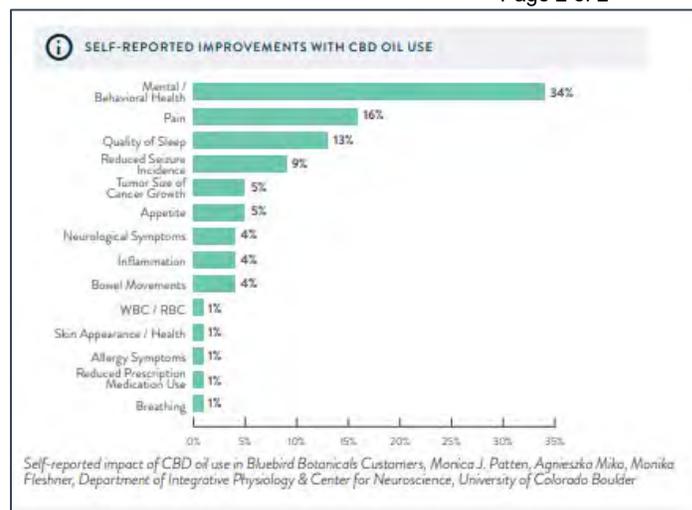
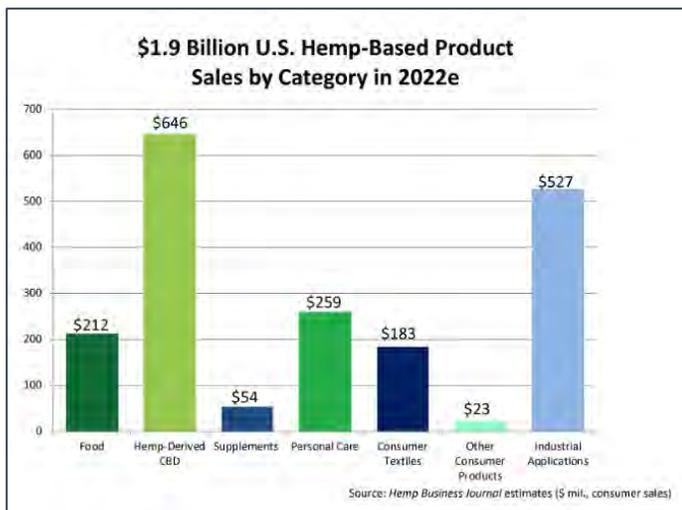


[Grand View Research, Industrial Hemp Market Size Report \(2018\)](#)

5. CBD can be found in tinctures and CBD oils, candies, vape pens, baked goods, capsules and tablets, beverages, skin care and pain creams, cosmetics, bath bombs, patches, sprays, adult products (lubricants), tampons, and suppositories. [Venture Beat](#), 2019
6. Hemp Business Journal predicts that CBD sales will grow from \$535 million in 2018 to \$1.918 billion in 2022. [CBD Report](#), 2018

Hemp Business Journal, [State of Hemp 2014-2022](#)





Attachment 2 – Hemp Summit

Materials and Agenda from the Hemp Summit

This attachment provides snapshots of the aesthetic, stated goals, and agenda of the inaugural 850 Hemp Summit.

The inaugural 850 Hemp Summit aimed to “bring together farmers, stakeholders, cultivation and production experts, economic development professionals and policymakers to discuss the current status, challenges and opportunities for this emerging market within our region.”



The banner features a navigation bar at the top with three buttons: "VIEW AGENDA", "REGISTER TO ATTEND", and "SPONSOR OR EXHIBIT", along with a search icon. Below the navigation is a large photograph of a forest with a fallen tree trunk. In the bottom left corner is the "850 HEMP SUMMIT" logo, which includes a stylized tractor and the tagline "Cultivating Opportunity in an Emerging Market". To the right of the logo are four small square images: a person's silhouette, a red tractor in a field, a blue industrial structure, and a person in a blue shirt working with hemp plants. At the bottom of the banner, the date "WEDNESDAY, OCTOBER 2, 2019" and the location "FSU TURNBULL CONFERENCE CENTER" are displayed.

A new logo was created solely to advertise 850 Hemp Summit events, as evinced by the above graphic. The event webpage can be viewed at: <http://tmcshows.com/850hempsummit/>

The agenda spanned a full day of activities, covering rules & regulations, hemp cultivation research, practical hemp growing tips, history of hemp, processing hemp, moderated panel discussions, and next steps. The full agenda is reproduced below:

WEDNESDAY, NOVEMBER 13, 2019

(Please note: Marianna is on Central Time.)

7:15 a.m. – 9:30 a.m. CST (8:15 - 9:30 EST) – OPEN REGISTRATION

7:15 a.m. – 8:15 a.m. CST (8:15 - 9:15 EST) – BREAKFAST BUFFET

7:15 a.m. – 4:00 p.m. CST (8:15 - 5:00 EST) – EXHIBIT HALL OPEN

8:30 a.m. – 8:45 a.m. CST (9:30 - 9:45 EST)

WELCOME & OPENING SESSION REMARKS

Chris Rietow, Executive Director, Apalachee Regional Planning Council

Commissioner Jim Peacock, Jackson County Commission

Commissioner Kristin Dozier, Leon County Commission

8:45 a.m. – 9:45 a.m. CST (9:45- 10:45 EST)

STATE OF HEMP INDUSTRY IN FLORIDA 2019 & BEYOND: RULES & REGULATIONS FOR AN EMERGING INDUSTRY

Moderator: Roy Baker, Business Development Coordinator, Opportunity Florida
Steve Hall, General Counsel, Florida Dept. of Agriculture and Consumer Services
Allan Charles, Senior Attorney, Florida Department of Agriculture and Consumer Services
Bryan Benson, Operations and Program Manager, Division of Plant Industry FDACS
Keily Stiff, Advisory Committee, Processor

9:45 a.m. – 10:45 CST (10:45 - 11:45 EST)

GROWING NORTH FLORIDA: INDUSTRIAL HEMP RESEARCH AND AVAILABILITY OF SEEDS AND CLONES

Moderator: Ethan Carter, Jackson County Row Crop IPM Agent, IFAS
Scott Burgett, COO and Co-Owner, Green Earth Cannaceuticals
David Hasenauer, CEO, Green Point Research, LLC
Dr. Jerry Fankhauser, UF/IFAS, Industrial Hemp Research Project

10:45 a.m. – 11:00 CST (11:45 - 12:00 EST)

BREAK

11:00 a.m. – 12:00 noon CST (12:00 - 1:00 EST)

GROWING HEMP

Moderator: Ethan Carter, Jackson County Row Crop IPM Agent, IFAS
Dillon White, Owner, Fat Boy Farms, Oregon
Harris Morgan, Director of Farming, Pretoria Fields Collective

12:00 noon – 1:00 p.m. CST (1:00 - 2:00 EST)

LUNCH (sponsored by FLCBank)

THE HISTORY OF HEMP AND OPPORTUNITIES FOR THE FUTURE

1:00 p.m. – 2:25 p.m. CST (2:00-3:00 EST)

THE BUSINESS OF PROCESSING HEMP AND OPPORTUNITIES IN NORTH FLORIDA

Moderator: Commissioner Kristin Dozier, Leon County Commission
Danny Persaud, CEO, Danika Farms
Keily Stiff, FDACS Hemp Advisory Committee, Red Hills Hemp, CEO
Albert Etheridge, Co-Founder and COO, Pretoria Fields Collective
Allen Witters, Founder and Senior Director, Gravitas Infinitem

2:25 p.m. - 2:35 p.m. CST (3:25-3:35 EST)

BREAK

2:35 p.m. – 3:15 p.m. CST (3:35-4:15 EST)

MODERATED DISCUSSION WITH HEMP PANELISTS

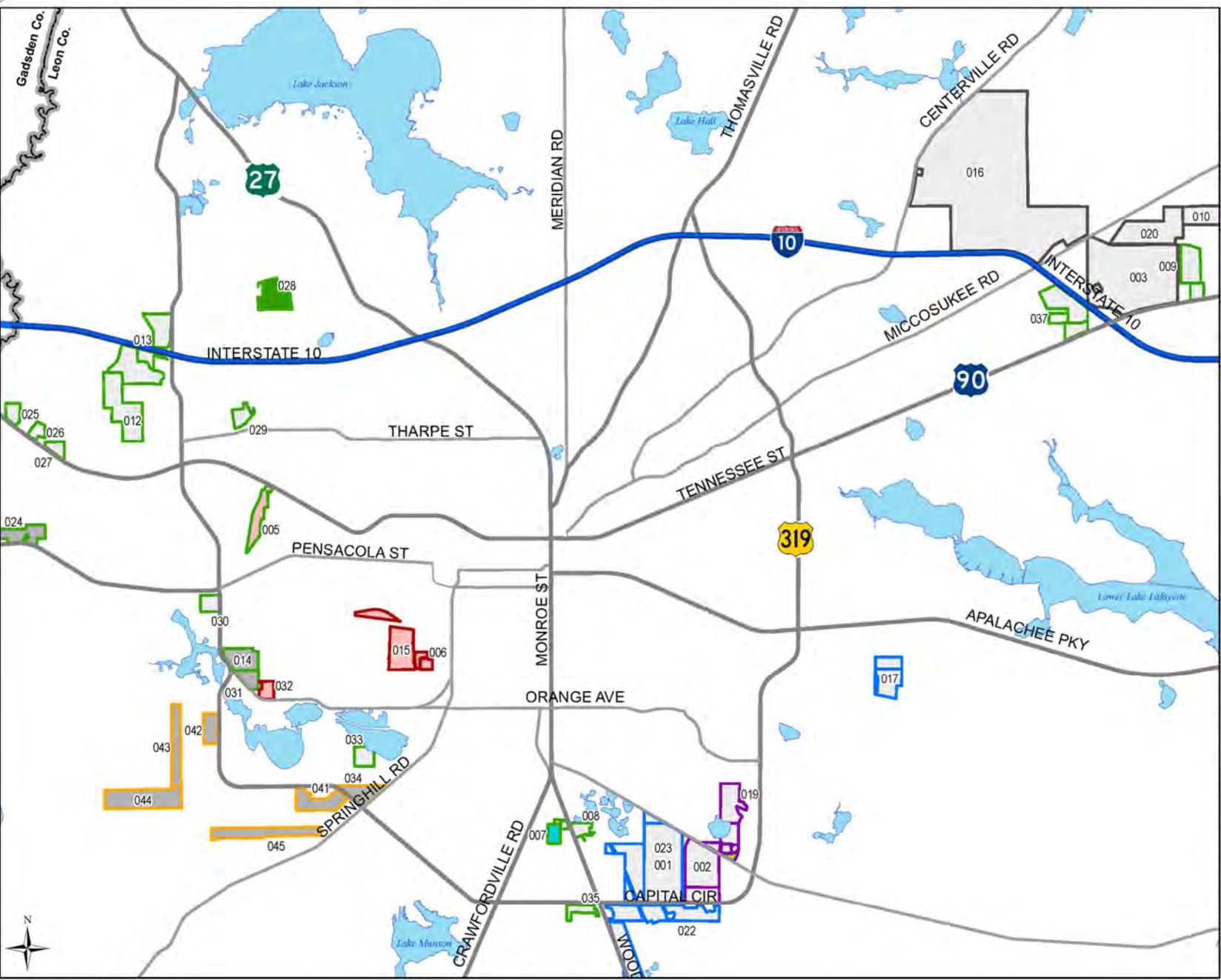
3:15 p.m. - 3:30 CST (4:15-4:30 p.m. EST)

NEXT STEPS AND OPEN DISCUSSION

3:30 p.m. CST (4:30 EST)

NETWORKING AND CLOSING

Strategic Sites Inside Urban Service Area

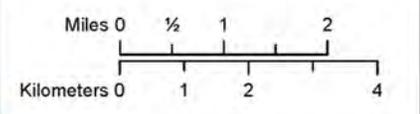


Additional Plan Areas

- Not in additional plan area (26)
- Airport Master Plan (7)
- Campus Master Plan (3)
- Southeast Sector Plan (10)
- Southeast Sector Plan & Southwood DRI (11)
- Welaunee Critical Area Plan (4)

Existing Land Use (2018)

- Single Family Detached/Mobile Home (1)
- Government Operation (1)
- Schools/Colleges/Universities (4)
- Open Space Resource Protection (1)
- Open Space Recreation/Parks (1)
- Transportation/Communications/Utilities (10)
- Vacant (43)



NOTE: This product, which has been compiled from the most accurate source data from Leon County and the City of Tallahassee, is for reference purposes only and is not to be construed as a legal document or survey instrument. Any reliance on the information contained herein is at the user's own risk. Leon County, the City of Tallahassee, and the Leon County Property Appraiser assume no responsibility for any use of the information contained herein or any loss resulting therefrom. Any parcel data displayed is considered to be in draft form and the Property Appraiser assumes no responsibility for this layer.

Tallahassee-Leon County
OFFICE OF
**ECONOMIC
VITALITY**

May 2, 2019 DL

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**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #10
December 12, 2019**

Title: Acceptance of the Northeast Gateway Status Report and Consideration of the Substantial Amendment Process

Category: General Business / Presentations

Intergovernmental Management Committee: Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Daniel Scheer, Blueprint Design and Construction Manager

STATEMENT OF ISSUE:

This agenda item seeks acceptance from the Blueprint Intergovernmental Agency Board of Directors (IA Board) of the project status report for the Blueprint 2020 Northeast Gateway project. At their September 5, 2019 meeting, the IA Board directed the project team to advance a traffic and cost analysis for multiple roadway corridors for the Northeast Gateway project. As detailed in this item, the Traffic Modeling Analysis has been completed, is presented herein, and includes the evaluation of five logical corridor scenarios. Since the September 5, 2019 IA Board meeting, Blueprint has conducted public outreach including ‘pop-up’ events at local community events, meeting with interested parties such as Killearn Homes Association (KHA) and their engineering representative (Dantin Consulting), and Keep It Rural, as well as a public meeting on December 3, 2019 attended by approximately 150 citizens to discuss the traffic engineering progress and methodology. Specifically, this ongoing collaboration and sharing of information KHA contributed to KHA’s role in the project process and technical analysis.

Considering the public input and project purpose and need, economic benefit, and cost estimates, this agenda item concludes with a recommendation to initiate the substantial amendment process to modify the project description consistent with the roadway corridor to extend Welaunee Boulevard to Roberts Road and the extension of Shamrock Street to Centerville Road, presented as Corridor 1.

FISCAL IMPACT:

This item will have a fiscal impact if the project is amended as recommended. Currently, Corridor 1 – the combined extensions of Welaunee Boulevard to Roberts Road and Shamrock Street, has a construction cost estimate of \$42M, which is within the existing and planned budget allocations (detail is provided on page 11). Future project allocations will come before the IA Board during the annual budget process.

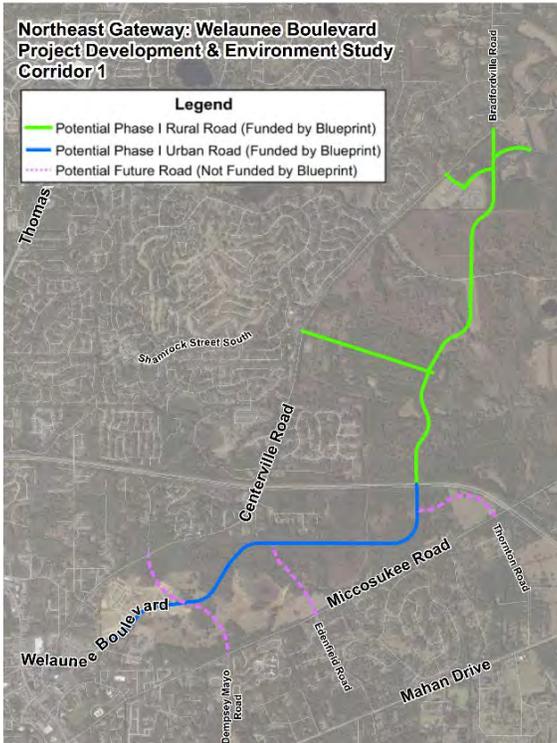
RECOMMENDED ACTION:

Option 1: Initiate the process to significantly amend the project consistent with Corridor 1 – Welaunee Boulevard extends to Roberts Road and the Shamrock Extension. Direct staff to schedule the first public hearing for the Blueprint Citizens Advisory Committee (CAC) meeting on January 16, 2020 and the second and final public hearing for the Blueprint IA Board meeting on January 30, 2020, at which time a supermajority vote will take place to modify the project.

Option 5: Accept the Northeast Gateway status report.

EXECUTIVE SUMMARY:

Consistent with IA Board direction provided at the September 5, 2019 meeting, this agenda item provides a traffic and cost analysis for five roadway corridors for the Northeast Gateway project. The five corridors were evaluated against the project purpose to improve mobility, enhance connectivity, and reduce transportation pressures on surrounding roadways across Northeast Tallahassee and Leon County as well as additional considerations including preliminary cost, neighborhood traffic analysis, current and future land use, economic development expectations, new interstate access, and public input. For example, collaboration with Killlearn Homes Association (KHA) resulted in consensus over the traffic modeling inputs and results. The item concludes with a recommendation for Corridor 1 – the combined extension of Welaunee Boulevard to Roberts Road and the Shamrock Street. The cost estimates, pros, and cons are listed below.



Option 1: Corridor 1 (RECOMMENDED) – Combined extensions of Welaunee Boulevard to Roberts Road and Shamrock Street. Construction Cost Estimate: \$42M

Pros:

- Best meets the project purpose to relieve traffic pressures on arterial roads from existing, ongoing, and future development
- Best provides relief to community collector roads at all study years
- Maximizes economic benefit of new road construction and future land uses
- Best opportunity for potential new interchange
- Best connectivity
- Maximized opportunity for leveraging State funds for Welaunee Boulevard construction
- Endorsed by KHA on two conditions: full funding of the project and that Roberts Road open first

Cons: Highest cost (however, consistent with original project estimates and within budget) and right-of-way may not be donated at school area.



Option 2: Corridor 2 (original corridor) – Welaunee Boulevard extends over I-10 to Shamrock Extension. Construction Cost Estimate: \$32M

Pros:

- Secures economic benefit of new road construction and some land development
- Supports need for new I-10 interchange
- Provides some relief to most community collector roads at all study years
- Secures economic benefit of new road construction, land development, and new interchange
- Updated cost estimate is less than the budgeted amount

Cons:

- Does not fully meet the project purpose to relieve transportation pressures on arterial roads resulting from existing, ongoing, and future development



Option 3: Corridor 3 – Welaunee Boulevard extends to Roberts Road. Construction Cost Estimate: \$39M

Pros:

- Meets the project purpose to relieve transportation pressures on arterial roads resulting from existing, ongoing, and future development
- Provides traffic relief to most community collector roads at all study years
- Supports need for new I-10 interchange
- Secures economic benefit of new road construction, land development, and new interchange
- Endorsed by KHA

Cons:

- Higher cost (still within budget)
- Right-of-way may not be donated at Leon County Schools area
- Lower connectivity and pressure relief than recommended Option 1.



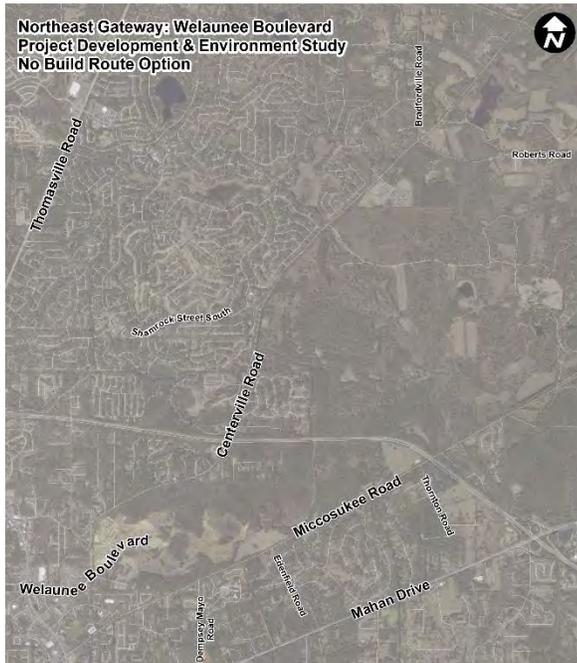
Option 4: Corridor 4, Baseline – Welaunee Boulevard extends up to I-10 and connects at Thornton Road & Miccosukee Road. Construction Cost Estimate: \$19M

Pros:

- Low cost

Cons:

- Does not meet the project purpose to relieve transportation pressures on arterial roads resulting from existing, ongoing, and future development
- Does not provide relief to community collector roads at all study years
- Does not support need for new I-10 interchange
- Does not secure maximum economic benefit of new road construction, land development, or new interchange



No Build – Welaunee Boulevard does not extend outside of the Canopy Development District. Construction Cost Estimate: \$0

Pros:

- Zero cost

Cons:

- Does not meet the project purpose to relieve transportation pressures on arterial roads resulting from existing, ongoing, and future development
- Does not support need for new I-10 interchange
- Does not provide relief to community collector roads
- Does not secure economic benefit of new road construction, land development opportunities, or new interchange

SUPPLEMENTAL INFORMATION:

The Northeast Gateway project was identified by the IA Board as a top priority and funded in advance of the receipt of the 2020 sales tax revenue. Since FY2017, approximately \$5M has been allocated to the project. The first step of the project is a Project Development and Environment (PD&E) Study, and the first phase of the PD&E is the traffic modeling analysis. The PD&E Study began in November 2018 and includes analysis of traffic, environment, and social/economic impacts of the major transportation improvement. The PD&E is anticipated for completion in fall 2020. Since the September 5, 2019 IA Board meeting, Blueprint has conducted public outreach including ‘pop-up’ events at local community events, meeting with interested parties such as Killearn Homes Association (KHA) and their engineering representative (Dantin Consulting), and Keep It Rural, as well as a public meeting on December 3 attended by approximately 150 citizens to discuss the traffic engineering progress and methodology.

The current approved project is the construction of Welaunee Boulevard from Fleischman to Shamrock, and two-lane Shamrock extension from Centerville to Welaunee Boulevard. See Attachment #1 for the Northeast Gateway project description and maps as it currently exists. The stated purpose of the Northeast Gateway project is to:

1. Improve regional mobility and enhance connectivity for motorized and non-motorized users.
2. Reduce transportation pressures on surrounding roadways resulting from existing, ongoing, and proposed development on adjacent properties.

The Traffic Modeling Analysis, recently conducted and presented in this report, analyzes how the routes achieved these goals across a broad area in our Northeast region. Moreover, the

project is needed to provide an alternative route for existing users of Centerville and Miccosukee Roads (two scenic roadways that are locally protected and designated as Canopy Roads), to help accommodate future growth within the Urban Services Area, and alleviate congestion on existing roadway networks within northeast Tallahassee, such as US 319 (Thomasville Road) and US 90 (Mahan Drive). Ongoing and proposed development of the 7,000-acre Welaunee Critical Area Plan, which is nearly entirely located between Centerville and Miccosukee Roads, will result in increased congestion on these two Canopy Roadways, should a new transportation facility not be developed.

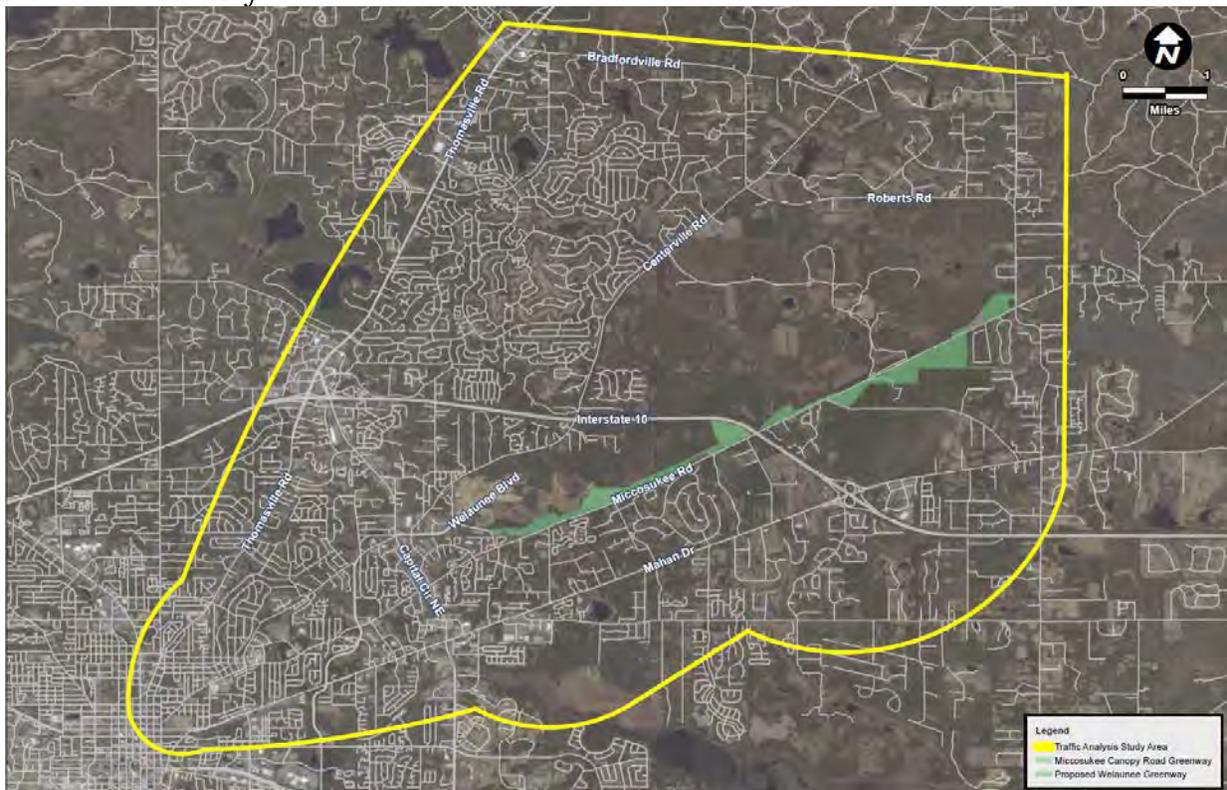
Project Phasing Overview

The first phase, PD&E study, began in November 2018 and is anticipated for completion in fall 2020. The PD&E study includes analysis of traffic, environment, and social/economic impacts for major transportation improvements. The second phase, design and permitting, is expected to be completed in 2022 with construction to follow in 2023. The funding strategy for the project is to use sales tax revenues for the PD&E, design, and permitting and apply for a State Infrastructure Bank Loan (SIB Loan) for construction. As approved by the IA Board on December 13, 2018, the design, construction and funding for the portion of Welaunee Boulevard within the Canopy Community Development District (CDD) will be constructed and funded as outlined in the Interlocal Agreement between Blueprint, the City of Tallahassee, and the CDD. A link to the BPIA Agenda Item found at the end of the agenda item:

Traffic Analysis: Modeling

The purpose of the traffic analysis is to model and compare existing and future traffic conditions on the roadway network at the start of the PD&E study as well as to analyze the anticipated future performance of the existing roadway network with and without the proposed Northeast Gateway. The traffic modeling analyses provides Annual Average Daily Traffic (AADT) volume projections for years 2025, 2035, and 2045. This analysis focused on the area around Thomasville Road/Capital Circle NE to the west, Pisgah Church Road to the north, Proctor Road/Crump Road to the east, and Mahan Drive to the south, as shown in general in Figure 1 by the yellow bubble. The goal was to model a broad region of Northeast Leon County to produce robust and reliable results. The modeling analyses are based on the original corridor and the IA Board direction to expand the traffic study to include alternative corridors. The project team evaluated 17 unique, feasible and logical scenarios for Welaunee Boulevard. The Northeast Gateway Traffic Modeling Summary Report is included as Attachment #2.

Figure 1. Traffic Study Area



The project team’s traffic model methodology and input parameters have been independently reviewed by two major traffic engineering firms (HNTB & Michael-Baker International), see Attachment #3. All peer reviews validated the model leading to a more refined analysis. In addition, the project team has worked with Dantin Consulting, as a KHA engineering representative, to further collaborate on the methodology of the traffic modeling. Initially KHA had 11 key questions and concerns about the modeling methodology and network assumptions. Through deliberate collaboration, consensus was gained for all key questions and concerns. In consultation with the independent peer reviewers, the project team distilled the data for the 17 unique models down to five logical corridor scenarios worthy of evaluating further. The process to reach the five scenarios considered land uses, logical transportation network, development timing, and traffic data. Attachment #4 includes maps of all 5 scenarios.

Five Corridors Considered

- *Corridor 1* – Combined extensions of Welaunee Boulevard to Roberts Road and Shamrock Street.
- *Corridor 2 (original corridor)* – Welaunee Boulevard extends to Shamrock Street Extension.
- *Corridor 3* – Welaunee Boulevard extends to Roberts Road.
- *Corridor 4, Baseline* – Welaunee Boulevard extends up to I-10 and connects at Thornton Road & Miccosukee Road
- *No Build* – Welaunee Boulevard does not extend outside of the Canopy Development District.

Project Purpose Criteria

For the traffic modeling analysis, the approved purpose and need for the project was consolidated in to five key questions to facilitate comprehension among the many corridors considered.

1. Does the project reduce traffic on Centerville Road in study years?
2. Does the project reduce traffic on Miccosukee Road in study years?
3. Does the project reduce traffic on Thomasville Road in study years?
4. Does the project reduce traffic on Mahan Drive in study years?
5. Does the project support the need for a future I-10 interchange between Centerville Road and Miccosukee Road?

The questions presented above provide measureable criteria for the project's ability to meet the purpose and need with regard to transportation improvements on major, arterial roadways in northeast Tallahassee. Relieves, or reduces traffic, indicates a reduction in transportation pressures on surrounding roadways resulting from existing, ongoing, and proposed development on adjacent properties. By definition, arterial roads are those that allow travel between areas (i.e. residential areas, commercial areas, entertainment districts, etc.) and provide improved mobility to them. The questions above can be answered through a robust traffic modeling analysis, which has been completed for this project and provided as Attachment #2, and summarized in this agenda item. Specifically, each corridor was evaluated against:

- **“Project Purpose Criteria”** were developed from the five key project purpose questions, which are based on the Northeast Gateway purpose and need statement to provide transportation relief on the following primary arterial roads: Thomasville Rd, Miccosukee Rd, Centerville Rd, and Mahan Rd. as well as the contemplation of a future interchange at I-10 and Welaunee Rd. There are up to 5 PPC's.
- **“Significant Enhancements”** further evaluates the improvements to the primary arterial roads in the criteria. Each road is divided into logical segments, a significant enhancement is determined when the majority of road segments are improved within the specified corridor. There are up to 5 SE's.

Modeled traffic volumes by road and corridor are described in detail in the Traffic Modeling Summary Report (Attachment #2), and a matrix summary of the traffic model results is provided in Attachment #6 and summarized in Table 1.

Table 1. Traffic Analysis Summary

	Project Purpose Criteria / Significant Enhancement		
	2025	2035	2045
Corridor 1 – Welaunee Blvd to Roberts Rd. with Shamrock Connection	5 (PPC) / 2 (SE)	5 (PPC) / 2 (SE)	5 (PPC) / 2 (SE)
Corridor 2 – Original Corridor	5 (PPC) / 1 (SE)	5 (PPC) / 1 (SE)	4 (PPC) / 2 (SE)
Corridor 3 – Welaunee Blvd to Roberts Rd.	5 (PPC) / 1 (SE)	5 (PPC) / 1 (SE)	5 (PPC) / 2 (SE)
Corridor 4, Baseline	4 (PPC) / 0 (SE)	4 (PPC) / 1 (SE)	3 (PPC) / 1 (SE)
No Build	0 (PPC) / 0 (SE)	0 (PPC) / 0 (SE)	0 (PPC) / 0 (SE)

“Green” highlight indicates that all Project Purpose Criteria are met and at least two Significant Enhancements are achieved.

Key Community Roads

In addition, the traffic analysis went beyond the primary five arterial roads and performed an evaluation of each of the five corridors for relief and/or balancing of traffic on “Key Community Roads”. The majority of the roads are classified as “collector” roads. By definition, collector roads serve the dual purpose of mobility and access, classified between local, or neighborhood roads, and higher capacity arterial roads. A typical highway trip begins on a local road and continues on to a collector and then to an arterial. For example, this category includes Bradfordville, Roberts and roads in Killearn Estates, Killearn Acres, and many other residential areas. The traffic analyses include modeling of future traffic on 24 key community roads in the project area, see Attachment #5 for a graphic of the roads with specific date in the Traffic Modeling Report.

Table 2. Traffic Impact Summary on Key Roads

Corridor 1 – Welaunee Blvd to Roberts Rd. with Shamrock Conn.	AADT* Change in Modeled Traffic		
	2025	2035	2045
Bradfordville Road	+1,100	+2,500	+4,000
Roberts Road	-1,600	-9,000	-13,800
Corridor 2 – Orig Project	AADT* Change in Modeled Traffic**		
	2025	2035	2045
Bradfordville Road	+600	-500	+1,000
Roberts Road	-600	-6,400	-12,400
Corridor 3 – Welaunee Blvd to Roberts Rd.	AADT* Change in Modeled Traffic		
	2025	2035	2045
Bradfordville Road	+1,100	+3,000	+4,000
Roberts Road	-1,600	-8,800	-13,400
Corridor 4, Baseline	AADT* Change in Modeled Traffic		
	2025	2035	2045
Bradfordville Road	+600	0	-3,600
Roberts Road	-600	-2,000	-3,500

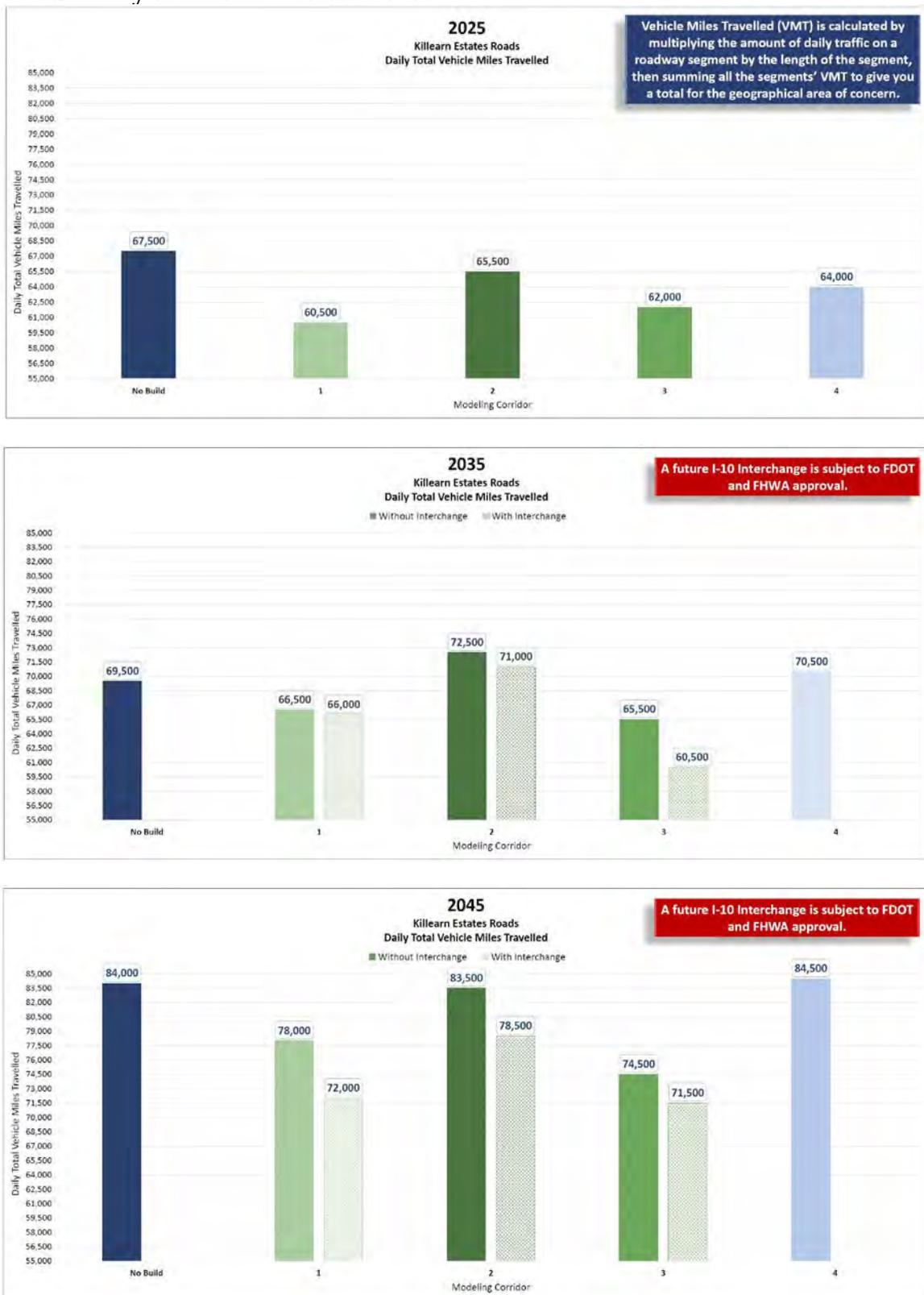
*AADT is Average Annual Daily Traffic: the average of 24-hour traffic counts collected every day in the year.

** Change in Modeled Traffic is the cumulative change for all modeled segments of the identified roadway.

“Green” highlight indicates that the identified road shows an overall decrease in modeled traffic.

A summary of modeled vehicle miles travelled on all collector roads in Killearn Estates is presented on the following page in Figure 2.

Figure 2. Summary of Killearn Estates Roads



In summary:

- **Corridor 1** consistently meets all five of the project purpose criteria over the three study periods. It also provides two significant enhancements where traffic is reduced for more segments than those where they remain constant or increase. This corridor also best balanced the community collector network of roads by moving traffic from highly utilized roads to underutilized roads. Significant enhancements to the existing transportation network is more evident with Corridor 1. This is primarily supported by the additional connectivity provided by the Shamrock connection between Centerville Road and Welaunee Boulevard.
- **Corridor 2** consistently meets four of the primary project purpose criteria and transportation needs of the project over the three study periods. It also provides a significant enhancement where traffic is reduced for more segments than those where they remain constant or increase. This corridor had limited balancing effect the community collector network of roads by moving some traffic from highly utilized roads to underutilized roads.
- **Corridor 3** consistently meets all the project purpose criteria over the three study periods. It also provides a significant enhancement where traffic is reduced for more segments than those where they remain constant or increase. This corridor is second best at balancing the community collector network of roads by moving traffic from highly utilized roads to underutilized roads.
- **Corridor 4**, Baseline Scenario, consistently meets only three of the five purpose criteria over the three study periods. At most, only one significant enhancement is realized where traffic is reduced for more segments than those where they remain constant or increase. This corridor minimally balanced the community collector network of roads by moving traffic from highly utilized roads to underutilized roads, mainly south of I-10.
- The **No-Build** scenario does not meet the any of the project purpose criteria over the study periods. It does not balance the community collector network of roads by moving traffic from highly utilized roads to underutilized roads. For this reason, it is not recommended for further action by the IA Board.

The traffic engineering objective is to create a better balanced network across the entire community of roads, where traffic is reduced on existing high use roads and increased on existing low-use roads. The modeling analysis of the five corridors revealed varying impacts to the study area roads. Options 1, 2 and 3 did not trigger a need to widen any of the existing roads including Bradfordville Road. Because traffic will shift as a result of community growth as well as a more connected network, as proposed through Corridors 1, 2, and 3, some existing roads may experience increased traffic while others will see a reduction.

Cost Estimates

Project cost estimates have been updated to reflect context appropriate roadway improvements and were derived from the FDOT Cost Per Mile Models for the District 3 region. An additional fifteen percent was added to account for local design preferences that may be above what FDOT would typically include. These will continue to be refined at major project milestones.

For all proposed corridors, the project team recommends that an urban 2-lane typical section facility from the Canopy Development to the south end of the proposed gateway bridge over I-

10. While it may have medians, conceptually this proposed urban facility would be comparable to the new Franklin Boulevard that we see in our local community. The overpass would be constructed as a 4-lane gateway. The team recommends that the road construction transitions to a 2-lane rural typical-section through the ‘arch’ portion of the project. This rural roadway design intent would be similar to US 319 north near the state line. This configuration also maximizes the ability for the roadway to adjust to the existing natural features found in and around the property as well as minimize initial land disturbing activities. It is also flexible, leaving opportunity for future transportation technology/innovation implementation along this route. All facilities will include a multi-use path adjacent to the road along with an expansive greenway to connect the existing greenways network in the area.

A detailed breakdown of estimated construction costs for the anticipated roadway layout is in Attachment #6 with a summary presented below.

Table 3. Corridor Scenario Cost Summary

Project Budget = \$42M	Corridor 1 Welaunee Blvd to Roberts Rd. with Shamrock Conn.	Corridor 2 Original Shamrock Connection	Corridor 3 Roberts Connection	Corridor 4 Baseline	No Build
Cost (\$ Million)	\$42M	\$32M	\$39M	\$20M	\$0.00
+/- Corridor 2 Cost Estimate	+\$10M	\$0	+\$7M	-\$12M	-\$32M

The 2014 cost estimate for the Northeast Gateway was \$47.3M, however, that number did not account for the bridge over I-10, and therefore the cost estimate was updated with the 2016 funding strategy to \$57.3M to include the overpass. Previously allocated and future allocations identified in the approved 5 year Capital Improvement Program provide \$59M for the project. A total of \$17M has been encumbered or committed to date (PD&E, Design, Utilities, Welaunee Blvd within the CDD, and Dove Pond) leaving \$42M available for the project. All corridors presented in this agenda can be realized through existing and planned budget for the Northeast Gateway project based upon these initial, updated cost estimates. The engineering evaluation provides an update to the roadway character and capacity needs from the 2014 concept. Those two updates are 2-lane urban road south of I-10 (originally 4-lane urban road) saves \$5M; updating the context and size of the road north of I-10 to a 2-lane rural road saves \$5M as well. Note, the project budget includes a State Infrastructure Bank (SIB) loan for \$14.35M in 2022 and \$14.35M in 2024 (\$28.7M total).

Cost estimates are to be updated at every major milestone, such as at the completion of 30% design plans that will be provided at the conclusion of the PD&E. The cost estimates include the construction of the Greenway, which will connect to the existing Miccosukee Greenway and create a 17-mile loop.

With some small exceptions, the right-of-way needed for the project will be donated from the major land owners north and south of I-10, this represents a significant cost savings. The value is estimated at \$3M, based on current land use designations. The donation of right-of-way has

been committed through the Urban Services-Development Agreement between Powerhouse, Inc and the City of Tallahassee as well as the approved City of Tallahassee Planned Unit Development (PUD).

The future developers of the property surrounding the corridors identified herein would be responsible for planning, designing, and constructing any additional connections that are not considered for IA Board approval in this item. Also under consideration is the potential Blueprint construction of an urban 4-lane typical section facility from the Canopy Development to the south end of the proposed I-10 bridge. Although subject to future City Commission action, to recover the estimated additional \$5M cost of the additional two lanes, the future developer of the City’s property could be subject to concurrency or mobility fees, which could be directed to Blueprint for reimbursement.

Economic Benefits

Roadway Investment

The economic value of a new roadway facility has also been contemplated as part of the overall PD&E effort. The Florida Department of Transportation (FDOT) has commissioned numerous studies on the economic impact of investment in infrastructure on a statewide basis. The FDOT analysis findings from the January 2015 Analysis of Florida’s Transportation Investments show a Benefit-Cost ratio of 4.4, \$4.40 dollars of economic benefit for each \$1.00 invested. This robust FDOT analysis considers commute times, shippers delivering product, visitors traveling to destinations, and consumers patronizing retail establishments. Applying the same ratio the five corridors yields the following estimate of economic benefit:

Table 4. 2015 FDOT Economic Benefit Analysis Summary

	Corridor 1 Welaunee Blvd to Roberts Rd. with Shamrock Conn.	Corridor 2 Original Shamrock Connection	Corridor 3 Roberts Connection	Corridor 4 Baseline	No Build
Cost (\$ Million)	\$185M	\$141M	\$172M	\$88M	\$0.00

I-10 Interchange Economic Impact

Another economic driver for consideration is the potential I-10 interchange at the Welaunee Boulevard crossing. Developments around an urban interchange could include retail establishments like that at the Thomasville Road Market District, potential emergency medical facilities, restaurant establishments, hotels, and other service industries at high-traffic interstate interchanges. Corridors 1, 2, and 3 activate the potential for such an interchange.

The Office of Economic Vitality (OEV) conducted an analysis for comparison, in the 15 years between 2003 and 2018, of commercial uses within a ½-mile radius of the center of existing I-10 interchanges were evaluated, as summarized in the following list.

- Mahan Drive interchange increased by 411%, with a net increase of over 436,000 SF of commercial uses; the taxable value increased 282% (\$27.9 million).
- The Monroe Street interchange increased by 23%, with a net increase of 185,000 SF commercial uses; the taxable value increased 10% (\$5.9 million).
- Thomasville Road interchange increased by 23%, with a net increase of over 490,000 SF of commercial uses; the taxable value increased 52% (\$81.4 million). Commercial uses around this interchange changed significantly with the investment of the 6-lane corridor.
- Capital Circle NW interchange increased by 8%; with a net increase of over 20,000 SF of commercial uses; the taxable value increased 2% (\$349,000).

Leon County’s four existing interchanges date from I-10’s construction in the 1970s, when Leon County’s population was less than half of what it is today. Bridge and lane widening projects for I-10 in Leon County were completed in 2009. The changes in population and road capacity may support a prospective fifth I-10 interchange.

In Summary, collective development at the four interchanges rose by 35% (1.1 million SF) in 15 years, with an increase in taxable value of 47% (\$115.6 million). The total change in taxable value and square foot of net development is summarized in Table 4 below.

Table 5. Commercial Uses within ½-Mile Radius of Leon County’s I-10 Interchanges, 2003 and 2018*

I-10 Interchange	Taxable Value (\$ millions)		Development (SF millions)		Taxable Value Change	Development Change
	2003	2018	2003	2018		
Mahan Dr. (US 90)	\$9.9	\$37.8	0.11	0.54	282%	411%
Monroe St. (US 27)	\$59.5	\$65.5	0.80	0.99	10%	23%
Thomasville Rd. (US 319)	\$157.4	\$238.8	2.12	2.61	52%	23%
Capital Circle NW (SR 263)	\$14.8	\$15.2	0.23	0.25	2%	8%
Total	\$241.6	\$357.3	3.26	4.39	47%	35%

*Includes hotel/motel, nursing facilities, office, and retail uses. Items may not sum to total due to rounding.
 Source: Tallahassee-Leon County Planning Department, Existing Land Use data for 2003 and 2018.

Therefore, based on local conditions, development around an urban interchange in our local community does have substantial positive economic effects in those areas. These significant economic effects in and surrounding interstate interchanges can potentially be realized at a new urban interchange. An interchange at Welaunee Boulevard will be the first new interchange for our surrounding community since the initial construction of the I-10 facility through our area. This development can bring additional temporary and permanent employment in addition to the positive transportation benefits for freight and commuters alike. In 2025, the study anticipates that development south of I-10 will include 814 single family homes, 168 multi-family units, and 550 new jobs. In 2035, south and north of I-10 will development, and the study anticipates, 1,550 single family homes, 905 multifamily units, and 1,879 jobs. The trend for growth continues into 2045. OEV anticipates greater economic impacts should this project lead to a new I-10 interchange and the project team will continue to analyze economic impact as the project

advances. Based on IA Board action regarding alignment for this project, OEV will also conduct a full economic impact analysis with FSU Center for Economic Forecasting and Analysis.

While an exclusive interchange analysis is not part of the PD&E for this project, it is important to note that a more interconnected transportation network is more favorable for future consideration by Federal Highway Administration and the FDOT for an interchange at the proposed crossing of Welaunee Boulevard over I-10. In addition, providing relief to state roadways or at interstate highway interchanges that are already at or above capacity is favorable. As shown in the traffic modeling report, Corridor 1 and Corridor 3 provide the most relief to the congested Thomasville Road/I-10 interchange and therefore maximize the potential for a new interchange at Welaunee Boulevard. Following discussions with FDOT District 3 about the future Interchange Justification Report, Corridor 1 offers the most interconnected transportation system of the corridors and pulls the most traffic off Thomasville Road, which provides the best justification for construction of a new interchange. In addition, the No Build and Corridor 4, Baseline do not include the I-10 overpass making it very unlikely that an interchange would be considered, and Corridor 2 and Corridor 3 do not provide the highest level of connectivity in order to pull as significant amount of the regional traffic away from Thomasville Road as Corridor 1.

Investing in transportation infrastructure does have an economic impact as shown through the FDOT benefit cost ratio, and an interchange could have a significantly positive economic impact. In addition, moving forward a corridor that provides the greatest relief to the state roads increases the potential for leveraging local sales tax revenues with state dollars.

Public Outreach Update

The public engagement for the project began with a kickoff meeting held on March 11, 2019, and more than 250 community members attended. Based on the direction of the IA Board at the September 5, 2019 meeting, Blueprint expanded the public outreach effort to include 'pop-up' events at local community gatherings and also a traffic modeling information session that was held on December 3, 2019. The project team has received more than 250 comments to date and will continue to receive and respond to comments until completion of the PD&E Study.

Public Outreach Events:

- Project Kickoff Meeting – Holy Comforter Episcopal School
- 'Pop-Up' Events (North-Town Getdown x2, Tallahassee Farmer's Market, Tallahassee Heights United Methodist Church Pumpkin Patch)
- Door-to-door walk and mail-out along Pemberton Road for the noise study
- Traffic Modeling Information Session – Montford Middle School
- Grow Tallahassee – Midtown Area

Attachment #7 is a compilation of the public comment cards received as of December 6, 2019 at or following the December 3, 2019 Traffic Modeling Information Session. An overall general summary of public comments received since the September 5, 2019 IA Board meeting is presented in the following list.

- Concern for the impacts to Killlearn with the Shamrock Extension to the new Welaunee Boulevard
- Concern for the character of the ‘rural’ community around and north of Roberts Road
- Safety of bicyclists and pedestrians at round-about intersections
- Potential impacts of the proposed connection to Killlearn with respect to property values
- Concerns that the project is “developer driven.”

Targeted Collaboration with Primary Stakeholders

Blueprint staff is actively coordinating and collaborating with multiple public and private entities including the following groups.

- KHA and their traffic engineering representative Dantin Consulting, for the traffic model development and validation. These meetings focused on the technical review of the modeling inputs and resulted in agreement of the model parameters (land use, network, development timing, etc.). The ongoing collaboration and sharing of information contributed to KHA’s role in the project process and technical analysis. Following the traffic modeling information session, the KHA Board submitted a letter outlining their endorsement, see Attachment #8 for the KHA letter, and summarized below:
 - Direct staff to initiate the substantial amendment process for Roberts Road only, or
 - Direct staff to initiate the substantial amendment process for Roberts and Shamrock Street, on two conditions: that the project be fully funded, and that Roberts Road open first.
- Keep it Rural (KIR) to discuss transportation network improvements in rural areas
- Property owners north and south of I-10 to provide input into the Welaunee Boulevard roadway corridor and connections.
- Florida Department of Transportation District 3 leadership on project impacts/benefits to state owned facilities.
- Panhandle Archaeological Society of Tallahassee to proactively identify potential historical and archaeological assets.
- Buckhead Homeowners Association on items related to the potential interchange.
- City of Tallahassee Underground Utilities and Public Infrastructure and Leon County Public Works for concerns expressed within the existing transportation network that fall outside the project area.

SUBSTANTIAL AMENDMENT PROCESS:

The Second Amended and Restated Interlocal Agreement (Interlocal Agreement), which became effective in 2015, provides that any addition, deletion, or amendment to a substantial degree of any Blueprint project in Exhibit I or II of the Interlocal Agreement requires the IA Board to hold two public hearings and consider recommendations of the Citizen Advisory Committee (CAC), Technical Coordinating Committee (TCC), and Intergovernmental Management Committee (IMC) before a super majority vote of both the IA Board members who are County Commissioners and the IA Board members who are City Commissioners. Significantly changing the project description to eliminate the Shamrock extension or add the Roberts Road extension

(as proposed in Corridors 1 and 3) would constitute an amendment to the project description in the Exhibit II of the Interlocal Agreement.

Should the IA Board approve staff's recommendation for Corridor 1 and determine that modifying the Northeast Gateway project description is necessary to meet the purpose and need of the project, then the substantial amendment process to change the project description is necessary. If the IA Board approves either Corridors 1, or 3, staff will proceed with scheduling the two public hearings. The first public hearing can be held at a Blueprint Citizens Advisory Committee (CAC) meeting. The next scheduled CAC meeting is January 16, 2020. The second and final public hearing can be scheduled for the next IA Board meeting on January 30, 2020. Immediately following the public hearing, and on the same day, with consideration of the TCC, CAC, and IMC recommendations, the IA Board can call for votes to amend the project description consistent with the selected project corridor. These actions would be compliant with the Interlocal Agreement and existing IA Board Bylaws.

RECOMMENDATION AND NEXT STEPS:

Recommendation:

The recommendation is to initiate the process to significantly amend the project description consistent with the roadway corridor to extend Welaunee Boulevard to Roberts Road and the Shamrock extension to Centerville Road, presented as Corridor 1. The development of corridor scenarios from an initial 'line on a map' to identified study corridors are a natural progression of the traffic engineering process. While starting with a single proposed corridor, the traffic modeling can create scenarios that expand to multiple corridors requiring analysis leading the project team to the most suitable solution for the project during the initial project development phase, including PD&E. The modeling and synthesis of the data requires multiple internal, yet independent, reviews prior to finalizing any recommendations. This data driven analysis of the primary project purpose, in addition to other important factors such as the construction cost, overall community traffic analysis, current and future land use, economic development expectations, new interstate access, and public input results in the recommendation of Corridor 1 as the Northeast Gateway project. The technical analysis shows that Corridors 1 and 3 both meet the purpose and need to improve mobility, enhance connectivity, and reduce transportation pressures on surrounding roadways while effectively balancing all the items investigated for the Northeast Gateway project, however, Corridor 1 best meets the criteria. Both Corridor 1 and 3 provide relief to surrounding roadways to support a potential new interchange at I-10, but Corridor 1 provides the best connectivity, which maximizes the support for a new interchange at I-10/Welaunee Boulevard. Corridor 1 has the highest cost estimate (\$3M higher than Corridor 3), however, due to the enhanced connectivity, it has the greatest potential for leveraging local sales tax revenues with state dollars resulting from direct relief of the strained state transportation network.

Next Steps:

Should the IA Board move forward with any corridor other than the No Build, staff will continue with the PD&E Study. The next step of the PD&E is to take a more detailed look at the traffic conditions by forecasting and evaluating hourly directional traffic volumes and intersection operations. These further operational analyses are the basis for the development of roadway and

intersection operational elements, such as turn lanes and roundabouts. The operational analyses also provides an opportunity to evaluate specific concerns expressed by citizens regarding construction phasing, safety, traffic calming, aesthetics and peak hour congestion. Blueprint also commissioned a noise study to analyze the extent of potential noise generated by a new interchange. A public meeting to discuss the results will be held after the December 12, 2019 IA Board meeting. Design and permitting, is expected to be completed in 2022 with construction to follow in 2023. The funding strategy for the project is to use sales tax revenues for the PD&E, design, and permitting and apply for a State Infrastructure Bank Loan (SIB Loan) for construction. Staff will continue to coordinate with the Canopy Development District (CDD) on construction of the portion of Welaunee Boulevard within the CDD.

Action by the TCC and CAC: The TCC did not receive this agenda item but did receive the Traffic Modeling Summary Report to review. The TCC also received an informational presentation on the Report at their December 2, 2019 meeting. The CAC did not receive this agenda item but did receive the Traffic Modeling Summary Report to review as well as the KHA letter. The CAC also received an informational presentation on the Report at their December 5, 2019 meeting. Discussion by the CAC included coordination with KHA since the last meeting, increased connectivity provided by Corridor 1, and staff's confirmation that the Shamrock Extension could be opened commensurate with or after the Roberts Road connection. The CAC voted to accept the Traffic Modeling Summary Report as provided to the CAC, support the position of the KHA Board as outlined in their December 3, 2019 letter. The vote total was seven votes in favor of the motion, three votes in opposition, and one abstention due to voting conflict.

OPTIONS:

- Option 1: Initiate the process to significantly amend the project consistent with Corridor 1- Welaunee Boulevard extends to Roberts Road and the Shamrock Extension. Direct staff to schedule the first public hearing for the Blueprint Citizens Advisory Committee (CAC) meeting on January 16, 2020 and the second and final public hearing for the Blueprint IA Board meeting on January 30, 2020, at which time a supermajority vote will take place to modify the project.
- Option 2: Authorize the continuation of the PD&E process consistent with Corridor 2 (*original corridor*) – Welaunee Boulevard extends to Shamrock Extension.
- Option 3: Initiate the process to significantly amend the project consistent with Corridor 3 – Welaunee Boulevard extends to Roberts Road. Direct staff to schedule the first public hearing for the Blueprint Citizens Advisory Committee (CAC) meeting on January 16, 2020 and the second and final public hearing for the Blueprint IA Board meeting on January 30, 2020, at which time a supermajority vote will take place to modify the project.
- Option 4: Initiate the process to significantly amend the project consistent with the Corridor 4, Baseline – Welaunee Boulevard extends up to I-10 and connects at Thornton Road and Miccosukee Road. Direct staff to schedule the first public hearing for the

Blueprint Citizens Advisory Committee (CAC) meeting on January 16, 2020 and the second and final public hearing for the Blueprint IA Board meeting on January 30, 2020, at which time a supermajority vote will take place to modify the project.

Option 5: Accept the Northeast Gateway status report.

Option 6: IA Board Direction.

RECOMMENDED ACTION:

Option 1: Initiate the process to significantly amend the project consistent with Corridor 1 – Welaunee Boulevard extends to Roberts Road and the Shamrock Extension. Direct staff to schedule the first public hearing for the Blueprint Citizens Advisory Committee (CAC) meeting on January 16, 2020 and the second and final public hearing for the Blueprint IA Board meeting on January 30, 2020, at which time a supermajority vote will take place to modify the project.

Option 5: Accept the Northeast Gateway status report.

Attachments:

1. Northeast Gateway Project Description
2. Northeast Gateway: Traffic Modeling Summary Report
3. Traffic Model Peer Reviews
4. Maps for the Five Corridor Scenarios
5. Northeast Gateway – Arterial & Collector Study Area Map
6. Northeast Gateway: Summary Matrix and Construction Cost Comparison
7. Public comments from the Traffic Modeling Information Session
8. Killlearn Homes Association 12/3/2019 Project Letter

Link to IA Board item regarding the CDD Agreement:

(<http://go.boarddocs.com/fla/talgov/Board.nsf/goto?open&id=B78UW57DFD92>)

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(includes ROW, construction, and stormwater for roadway improvements)
(Exhibit 24).

Project 25, Northeast Gateway: Welaunee Critical Area Plan Regional Infrastructure

Phase I: Funding to develop Welaunee Boulevard from Fleischman to Shamrock, and two-lane Shamrock Way extension from Centerville to Welaunee Boulevard North (includes ROW, construction, stormwater for roadway improvements). Project shall be conditioned upon: (i) reimbursement by developer(s) to Blueprint for any developer(s) required transportation improvements (reasonable repayment timelines would be established); (ii) Any cost (inclusive of right of way) related to the greenway may be used as a direct offset to any developer(s) required transportation improvement costs; (iii) that portion of the project involving land owned by the City of Tallahassee will only require reimbursement if sold and developed privately; and (iv) anticipated developer(s) reimbursements are to be recognized as potential future resources for Blueprint (Exhibit 25).

Project 26, Alternative Sewer Solutions Study: Funding to study and develop preferred options for management alternatives to traditional onsite sewage treatment and disposal systems in the unincorporated areas of Leon County, including the Primary Springs Protection Zone; identify preferred options for responsible management entities, including recommendations for financing and management structures for identified preferred options; recommend regulatory measures; identify other issues related to sewage treatment and disposal system financing (Exhibit 26).

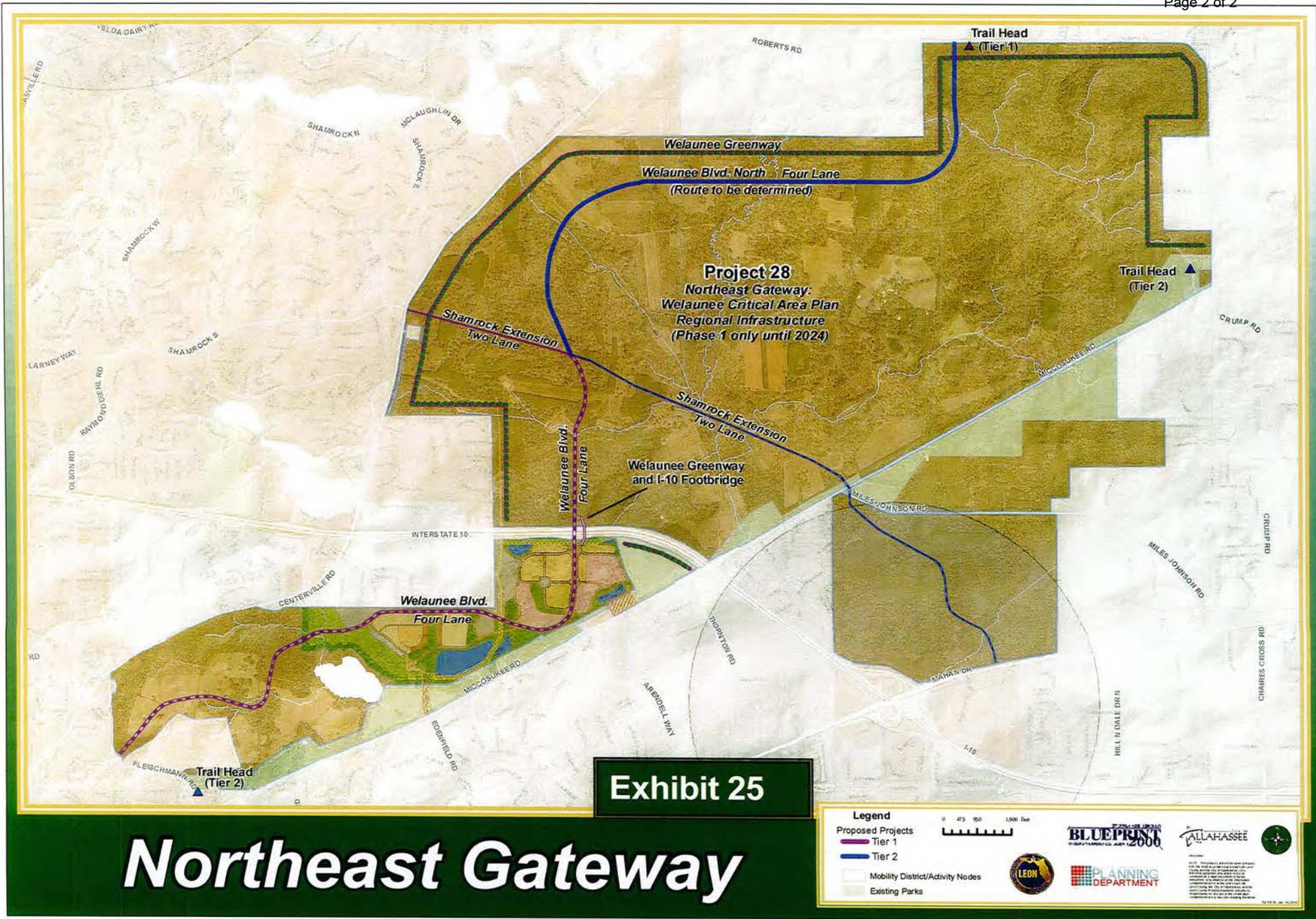


Exhibit 25

Northeast Gateway

Legend

- Proposed Projects
 - Tier 1 (Purple dashed line)
 - Tier 2 (Blue solid line)
- Mobility District/Activity Nodes (Light green shaded area)
- Existing Parks (Green shaded area)

Scale: 0 475 950 1,900 Feet

LEON **PLANNING DEPARTMENT**

BLUEPRINT 2006

ALLAHASSEE

10/12/16, ver. 1.0



TRAFFIC MODELING SUMMARY REPORT

Northeast Gateway: Welaunee Boulevard

Project Development and Environment Study

Leon County, Florida

November 2019

Prepared For:



Prepared By:



EXECUTIVE SUMMARY

The purpose of this Traffic Modeling Summary Report is to outline the assumptions, methodologies, analyses, and findings from the traffic modeling component of the Project Traffic Analysis Report (PTAR) for the Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study.

Phase I of the Northeast Gateway project, as originally defined, is to evaluate extending Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10. In addition, Phase I of the project includes an extension of Shamrock Street South eastward from Centerville Road to connect at an intersection with the Welaunee Boulevard extension. Following direction from the Blueprint Intergovernmental Agency Board at their September 5th, 2019 meeting, the parameters of the traffic modeling efforts were expanded, and additional corridors beyond the project as it was originally defined were evaluated.

To perform the traffic modeling, the Capital Region Transportation Planning Agency Model (CRTPA Model 2007) was used as the framework for developing a study-specific model that best represents the existing and future conditions within the northeast area.

Initially, 17 logical and feasible modeling corridors were screened to determine whether each was feasible for Phase I of the Northeast Gateway project. Following this initial screening, four modeling corridors were determined to remain feasible and were carried further for evaluation, which included Corridor 1, 2, 3, and 4 as shown in **Figure 3** on page 10 of this report. In addition to these four, the No Build Scenario was also carried forward for evaluation as it remains a required alternative throughout the PD&E process.

The remaining five corridors were analyzed for Opening Year 2025, Interim Year 2035, and Design Year 2045 utilizing various industry proven methods. The performance of each corridor was evaluated based on the ability to meet the purpose and need of the project as well as the ability to best preserve neighborhoods and residential areas. Based on these evaluations, the description and performance of each corridor is detailed in **Table I** on the following page.

The traffic modeling performed for this PD&E study is one of several tools that will be used as part of the comprehensive traffic analysis being conducted for this study. The next step in the traffic component of this study is to perform a detailed analysis of traffic conditions by forecasting future traffic volumes and evaluating segment and intersection operations on a daily and peak hour basis. These analyses will aid in the development of recommendations on roadway and intersection elements, such as lane geometry, turn lane locations, and lengths as well as intersection control and configurations.

Table I. Descriptions and Performance of Modeling Corridor

Modeling Corridor	Description	Performance
No Build Scenario	The No Build Scenario represents the existing roadway network without the proposed improvements associated with the Northeast Gateway project.	The No Build Scenario does not meet the purpose and need of the project and provides no benefit to the existing roadway network in Opening Year 2025 and through Design Year 2045.
1	Corridor 1 is a combination of Corridors 2 and 3. This corridor is an extension of Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10 to connect at the existing intersection of Centerville Road and Roberts Road. In addition, this corridor includes extending Shamrock Street South eastward from Centerville Road to connect at an intersection with the Welaunee Boulevard extension. This corridor may include a realignment of the western end of Roberts Road and a connection to Pimlico Drive, north of Montford Middle School.	Corridor 1 meets the purpose and need of the project and provides the most significant benefit to the existing roadway network in Opening Year 2025 and through Design Year 2045.
2	Corridor 2 is the original Phase I of the Northeast Gateway project. This corridor extends Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10. In addition, this includes an extension of Shamrock Street South eastward from Centerville Road to connect at an intersection with the Welaunee Boulevard extension.	Corridor 2 meets the purpose and need of the project and provides benefit to the existing roadway network in Opening Year 2025 and through Design Year 2045.
3	Corridor 3 is an extension of Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10 to connect at the existing intersection of Centerville Road and Roberts Road. This corridor may include a realignment of the western end of Roberts Road and a connection to Pimlico Drive, north of Montford Middle School.	Corridor 3 meets the purpose and need of the project and provides significant benefit to the existing roadway network in Opening Year 2025 and through Design Year 2045.
4	Corridor 4 is an extension of Welaunee Boulevard eastward from its existing termini, east of Fleischmann Road, to connect with an extension of Thornton Road. This corridor does not cross over I-10.	Corridor 4 meets the purpose and need of the project and provides limited benefit to the roadway network in Opening Year 2025 and an even more limited benefit in Interim Year 2035. This corridor does not meet the purpose and need of the project in Design Year 2045.

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- Appendix B: 2007 Base Year Model Volumes
- Appendix C: 2025, 2035, and 2045 No Build Scenario Future Daily Model Volumes
- Appendix D: Initial 17 Modeling Corridors
- Appendix E: City of Tallahassee’s Roadway Functional Classification Map
- Appendix F: Quantitative Evaluation (Table Form)
- Appendix G: Quantitative Evaluation (Map Form)
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DRAFT

INTRODUCTION

The purpose of this Traffic Modeling Summary Report is to outline the assumptions, methodologies, analyses, and findings from the traffic modeling component of the Project Traffic Analysis Report (PTAR) for the Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study.

The traffic modeling component of this PD&E study is the first step in the comprehensive traffic analysis that is being conducted as part of this study. While traffic modeling is a natural component in the progression of a PD&E study, through project coordination and public feedback, the Blueprint Intergovernmental Agency Board provided direction at their September 5th, 2019 meeting to expand the parameters of the traffic modeling efforts, which allowed the project team to evaluate additional corridors beyond the project as it was originally defined. This led to the development and evaluation of various logical and feasible roadway network scenarios, which were developed and evaluated utilizing the tools and methodologies outlined in this report.

Project Description

Phase I of the Northeast Gateway project, as originally defined, is to evaluate extending Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10. In addition, Phase I of the project includes an extension of Shamrock Street South eastward from Centerville Road to connect at an intersection with the Welaunee Boulevard extension.

Purpose and Need

The purpose of the project is to improve regional mobility and enhance connectivity for motorized and non-motorized users. In addition, the Northeast Gateway will reduce transportation pressures on surrounding roadways resulting from existing, ongoing, and proposed development on adjacent properties.

The project is needed to provide an alternative route for existing users of Centerville and Miccosukee Roads—two scenic roadways that are locally protected and designated as Canopy Roads. Ongoing and proposed development of the 7,000-acre Welaunee Critical Area Plan, which is nearly entirely located between Centerville and Miccosukee Roads, will result in increased congestion on these two Canopy Roadways, should a new transportation facility not be developed. In addition, the project is anticipated to provide relief to U.S. 319 (Thomasville Road) and U.S. 90 (Mahan Drive)—the first phase of a new regional gateway into Tallahassee.

TRAVEL DEMAND MODELING

What is a Travel Demand Model?

A travel demand model is a planning tool that utilizes computer programs to replicate real-world travel patterns and forecasts future travel needs. Travel demand modeling includes elements such as roadway networks and land use data within a Transportation Analysis Zone (TAZ). Land use data associated with each TAZ includes socioeconomic data, such as population and employment data, to calculate the expected demand on surrounding transportation facilities.

In general, a travel demand model operates based on the assumption that a trip will default to the quickest and most direct route to its destination based on travel time and roadway characteristics. It should be noted that traffic modeling provides a macroscopic view of forecasted daily traffic volumes and patterns, which may vary from actual daily traffic volumes and patterns. Forecasted daily traffic volumes represent total trips and do not distinguish between passenger cars and heavy vehicles nor do they distinguish mode choice, such as vehicle driver versus a transit rider.

Base Travel Demand Model

The Capital Region Transportation Planning Agency Model (CRTPA Model 2007) was used as the basis and framework to model and evaluate various land use and roadway network scenarios within the surrounding area of influence as part of the traffic modeling efforts.

The CRTPA 2007 Model is the adopted base year travel demand model for Florida's Capital Region and contains the roadway network and socioeconomic dataset associated with the 2035 Existing + Committed (E+C) scenario. The E+C scenario represents the existing roadway network with the addition of future roadways and developments that have been committed to. For the traffic modeling performed for this PD&E study, the E+C scenario was used as the basis for developing a robust, study-specific model.

Within the framework of this base model, additional modeling inputs such as roadway facility type, area type, and laneage have been established. Maps depicting these attributes are shown in **Appendix A**. Daily model traffic volumes for the 2007 Base Year model, without any modifications, are shown in **Appendix B**.

Development of a Study-Specific Model

As previously mentioned, the 2035 E+C scenario was used as the basis for developing a study-specific model to perform the traffic modeling for this study and has been modified as detailed below.

Analysis Years

Traffic modeling analyses were conducted for Opening Year 2025, Interim Year 2035, and Design Year 2045. Since 2035 was the latest year within the model, the socioeconomic data associated with the 2035 E+C scenario was extrapolated to develop the dataset for 2045. To obtain datasets for 2025 and 2035, the data associated with the 2007 Base Year model and 2045 Design Year model was interpolated.

The 2025, 2035, and 2045 datasets obtained through interpolation and extrapolation were considered raw datasets, as they were further modified based on the assumptions outlined in the sections below.

Roadway Network Assumptions

The roadway network from the 2035 E+C scenario was retained for the 2025, 2035, and 2045 modeling scenarios and included additional potential future roadways that may be privately or publicly funded by an organization other than Blueprint Intergovernmental Agency.

In the 2025 modeling scenario, an extension of Dempsey Mayo Road was included that extends from Miccosukee Road to Centerville Road.

In the 2035 and 2045 modeling scenarios, extensions of Dempsey Mayo Road, Edenfield Road, and Thornton Road were included. The Edenfield Road and Thornton Road extensions extends from Miccosukee Road to the proposed Welaunee Boulevard. In addition, both 2035 and 2045 modeling scenarios were evaluated with and without a potential future interchange at I-10 and Welaunee Boulevard.

Land Use Assumptions

The socioeconomic data associated with the 2035 E+C scenario was used as the basis for developing socioeconomic datasets for the 2025, 2035, and 2045 modeling scenarios. As previously mentioned, the raw dataset for 2045 was extrapolated while the others were obtained through interpolation. Additional modifications made to these raw datasets were developed in coordination with the Tallahassee-Leon County Planning Department (TLCPD) and landowners in the area.

Further modifications to the raw datasets were made within the immediate project area and surrounding area of influence, such as the Welaunee area. **Figure 1** depicts the Welaunee area, which is commonly referred to as the Toe, Heel, and Arch. The Toe refers to the area south of I-10 bounded by Miccosukee Road, Fleischmann Road, and Centerville Road. The Heel refers to the area north of I-10, near the I-10 and U.S. 90 (Mahan Drive) interchange, bounded by Mahan Road and Miccosukee Road. The Arch refers to the area north of I-10 bounded by Centerville Road, Roberts Road, and Crump Road.

Table 1 through **Table 3** shows the socioeconomic data associated with each zone that has been modified. Modified socioeconomic data is listed by TAZ. **Figure 2** depicts the TAZ boundaries and respective TAZ number. The values within these tables represent the number of single-family dwelling units, multi-family dwelling units, and total employees within each zone. A single-family dwelling unit is considered a detached, single-family home. A multi-family dwelling unit is considered a building that is designed to house several families, such as an apartment building. Total employees represent the non-residential land uses within a zone.

Additional noteworthy areas that were reviewed and incorporated into these modeling efforts included major ongoing and approved planned developments in the vicinity of Bannerman Road as well as anticipated growth at Roberts Elementary School and Montford Middle School.

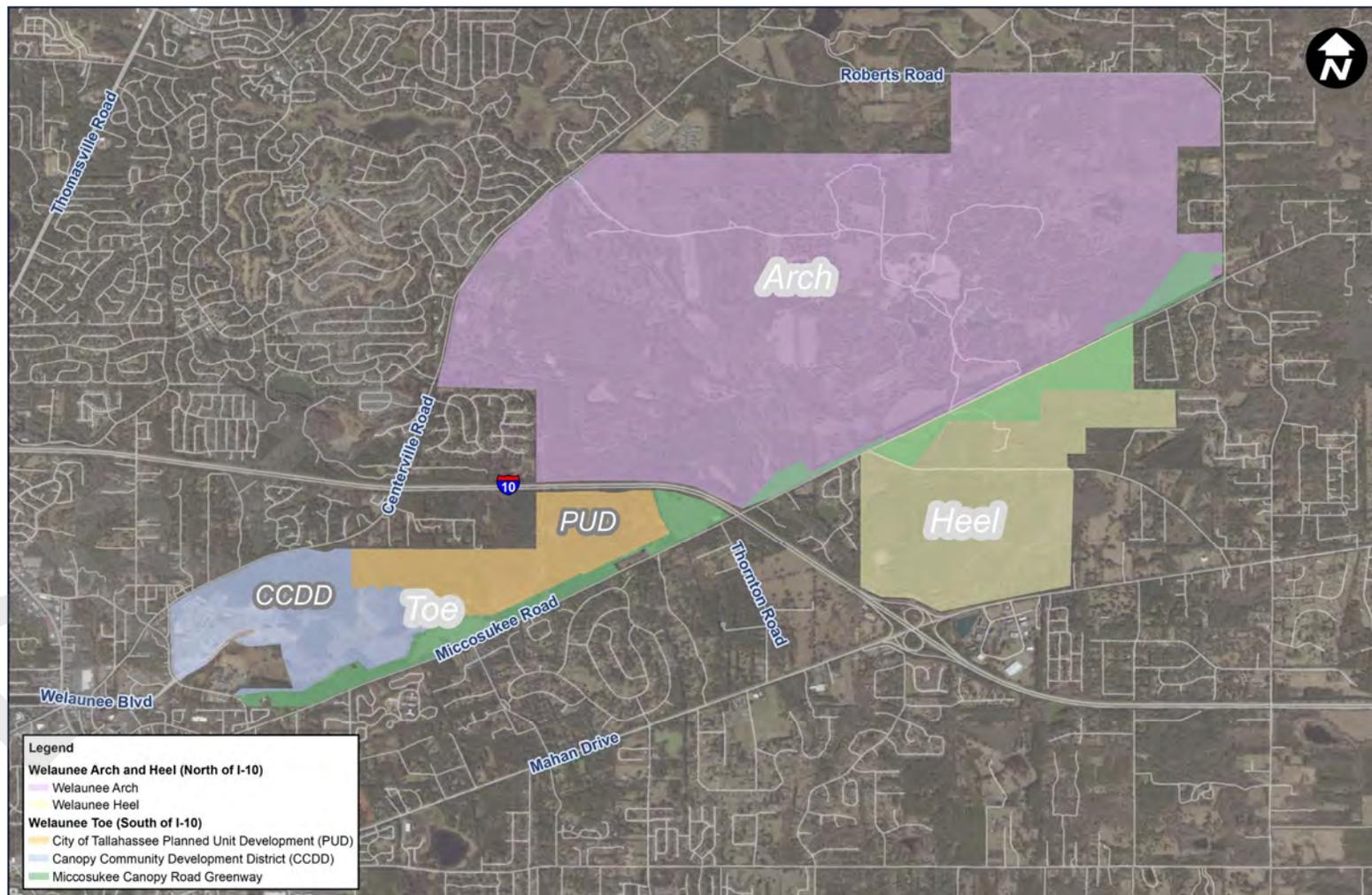


Figure 1. Welaunee Area

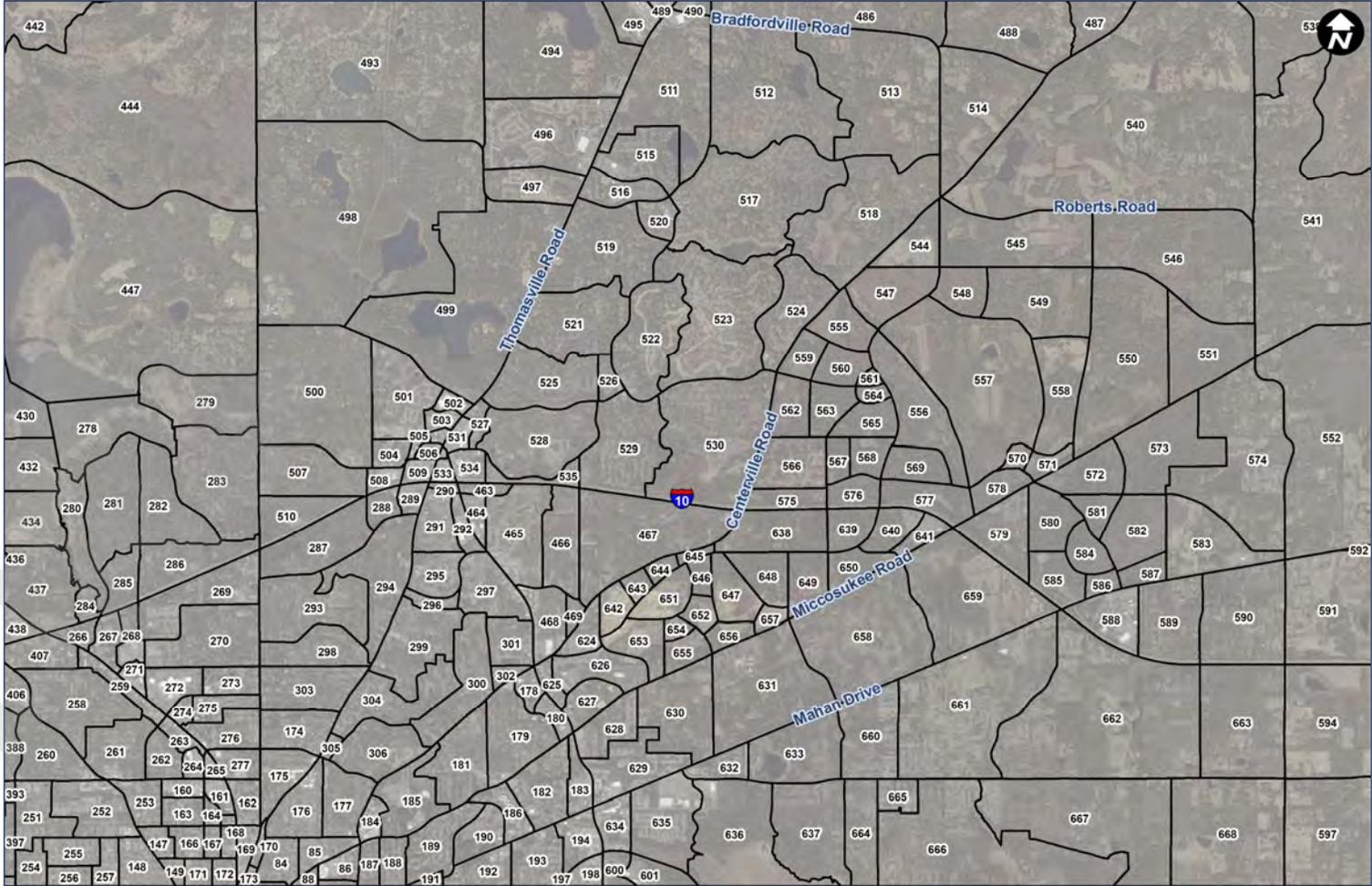


Figure 2. Transportation Analysis Zone (TAZ) Map

Table 1. Welaunee Toe 2025, 2035, and 2045 Modified Land Use Data

Transportation Analysis Zone (TAZ)	2025			2035			2045		
	Single-Family Dwelling Units	Multifamily Dwelling Units	Total Employees	Single-Family Dwelling Units	Multifamily Dwelling Units	Total Employees	Single-Family Dwelling Units	Multifamily Dwelling Units	Total Employees
Canopy Community Development District (CCDD)									
642	69	68	126	81	119	172	92	169	216
643	160	0	10	193	0	6	225	0	0
644	24	0	9	35	0	5	45	0	0
645	0	0	7	0	0	4	0	0	0
646	16	0	13	23	0	7	30	0	0
647	2	0	63	3	0	31	3	0	0
651	71	0	103	77	141	181	83	282	258
652	425	0	93	511	0	97	596	0	100
653	1	98	103	2	93	224	2	87	345
654	17	0	6	24	0	3	30	0	0
655	29	2	17	39	2	9	48	2	0
<i>Subtotal</i>	814	168	550	984	354	736	1,154	540	919
City of Tallahassee Planned Unit Development (PUD)									
639	0	0	0	63	63	133	194	194	408
640	0	0	0	91	91	100	280	279	307
641	0	0	0	0	0	0	1	0	0
648	0	0	0	0	0	0	252	0	43
649	0	0	0	0	0	0	189	0	28
650	0	0	0	35	35	15	210	207	87
<i>Subtotal</i>	0	0	0	189	188	247	1,126	680	873
TOTAL	814	168	550	1,173	542	983	2,280	1,220	1,792

Table 2. Welaunee Heel 2025, 2035, and 2045 Modified Land Use Data

Transportation Analysis Zone (TAZ)	2025			2035			2045		
	Single-Family Dwelling Units	Multifamily Dwelling Units	Total Employees	Single-Family Dwelling Units	Multifamily Dwelling Units	Total Employees	Single-Family Dwelling Units	Multifamily Dwelling Units	Total Employees
572	0	0	0	0	0	63	0	0	125
573	0	0	0	1	0	85	1	0	169
580	0	0	0	0	0	56	0	0	113
581	0	0	0	0	0	28	0	0	54
582	0	0	0	1	0	75	1	0	150
584	0	0	0	0	0	34	0	0	67
585	0	0	5	131	113	201	261	156	396
586	0	0	0	0	0	14	0	0	28
587	0	0	0	1	0	21	2	0	41
TOTAL	0	0	5	133	113	575	265	156	1143

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Table 3. Welaunee Arch 2025, 2035, and 2045 Modified Land Use Data

Transportation Analysis Zone (TAZ)	2025			2035			2045		
	Single-Family Dwelling Units	Multifamily Dwelling Units	Total Employees	Single-Family Dwelling Units	Multifamily Dwelling Units	Total Employees	Single-Family Dwelling Units	Multifamily Dwelling Units	Total Employees
545	7	0	0	7	0	-1	7	0	2
546	24	0	0	24	0	-3	24	0	5
547	0	0	0	0	0	0	0	0	0
548	0	0	0	0	0	0	0	0	0
549	0	0	0	0	0	0	0	0	0
550	0	0	0	0	0	0	0	0	1
551	0	0	0	0	0	0	0	0	0
555	0	0	0	0	0	0	125	0	0
556	0	0	0	0	0	0	635	0	0
557	0	0	0	0	0	0	400	0	0
558	0	0	0	0	0	0	183	0	30
559	0	0	0	0	0	0	101	0	131
560	0	0	0	0	0	0	100	0	217
561	0	0	0	0	0	0	50	0	13
562	0	0	5	0	0	0	376	0	0
563	0	0	0	0	0	0	330	0	0
564	0	0	0	0	0	0	50	0	0
565	0	0	0	0	0	0	325	0	0
567	0	0	0	0	0	0	175	0	0
568	0	0	0	63	0	50	250	0	199
569	0	0	0	88	0	56	350	0	224
570	0	0	0	0	0	0	50	0	21
571	0	0	0	0	0	0	50	0	37
576	0	0	0	25	125	91	101	500	363
577	0	0	0	38	125	128	152	500	513
578	0	0	0	0	0	0	0	0	0
TOTAL	31	0	5	244	250	321	3,834	1,000	1,756

MODELING CORRIDORS

No Build Scenario

A No Build Scenario was evaluated, which represents the existing roadway network without the proposed improvements associated with the Northeast Gateway. The No Build Scenario remains a viable alternative throughout the PD&E process. Forecasted traffic volumes associated with the No Build Scenario for 2025, 2035, and 2045 are shown in **Appendix C**. The No Build Scenario was utilized as the basis for comparison of all corridors.

Initial Screening of Corridors

For the traffic modeling efforts, 17 initial modeling corridors were developed and screened. These corridors were logical and feasible roadways that enhanced connectivity within the existing roadway network and included various routes and connections throughout the northeast. General alignments for each modeling corridor can be found in **Appendix D**. Each modeling corridor was screened to determine whether the corridor was feasible for Phase I of the Northeast Gateway project.

Feasible Corridors

Following the initial screening of modeling corridors, four corridors remain feasible for Phase I of the Northeast Gateway in addition to the No Build Scenario. **Table 4** lists the remaining corridors that underwent further study and evaluation, which are also depicted in **Figure 3**.

Table 4. Descriptions of Feasible Corridors

Modeling Corridor	Description
No Build Scenario	The No Build Scenario represents the existing roadway network without the proposed improvements associated with the Northeast Gateway project.
1	Corridor 1 is a combination of Corridors 2 and 3. This corridor is an extension of Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10 to connect at the existing intersection of Centerville Road and Roberts Road. In addition, this corridor includes extending Shamrock Street South eastward from Centerville Road to connect at an intersection with the Welaunee Boulevard extension. This corridor may include a realignment of the western end of Roberts Road and a connection to Pimlico Drive, north of Montford Middle School.
2	Corridor 2 is the original Phase I of the Northeast Gateway project. This corridor extends Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10. In addition, this includes an extension of Shamrock Street South eastward from Centerville Road to connect at an intersection with the Welaunee Boulevard extension.
3	Corridor 3 is an extension of Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10 to connect at the existing intersection of Centerville Road and Roberts Road. This corridor may include a realignment of the western end of Roberts Road and a connection to Pimlico Drive, north of Montford Middle School.
4	Corridor 4 is an extension of Welaunee Boulevard eastward from its existing termini, east of Fleischmann Road, to connect with an extension of Thornton Road. This corridor does not cross over I-10.

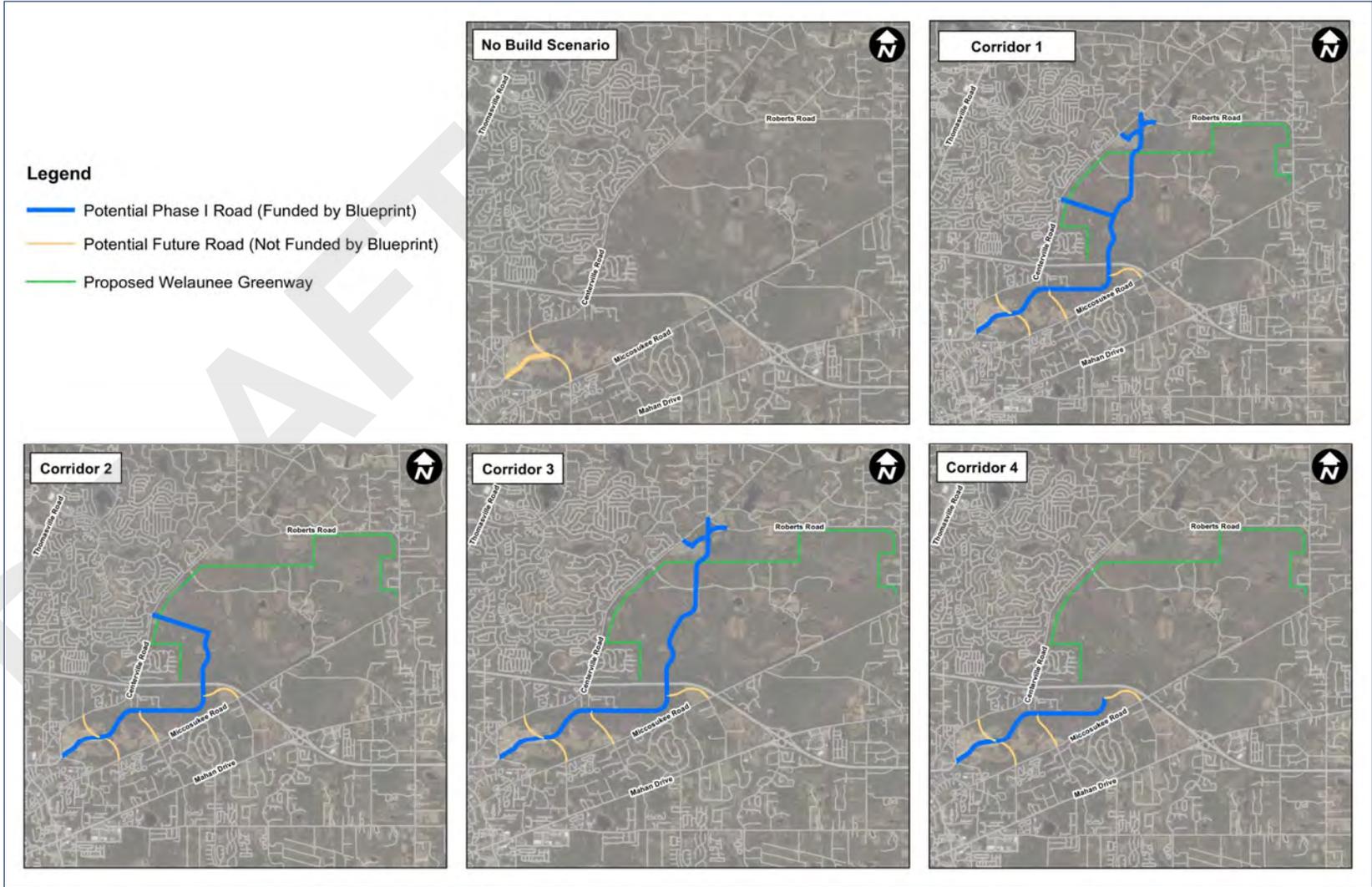


Figure 3. Study Corridors

EVALUATION OF FEASIBLE CORRIDORS

Study Area

The modeling study area extends beyond the immediate project area and includes an evaluation of 29 roadways that serve the northeast area. The study area is bounded to west by Thomasville Road and Capital Circle NE, to the north by Bradfordville Road and Pisgah Church Road, to the east by Proctor Road and Crump Road, and to the south by Mahan Drive. **Figure 4** depicts the roadways studied and evaluated as part of the traffic modeling analyses.

Since the travel demand model is a regional model, these segments include major roadways such as arterials and collectors, but do not include local roads such as residential streets, as these are not within the model. An arterial is a major thoroughfare with the primary purpose of moving traffic from one location to another. The characteristics of arterials may vary slightly depending on whether the roadway is classified as a principal or minor arterial as well as an urban or rural arterial. For example, Thomasville Road is classified as a principle arterial while Centerville Road is classified as a minor arterial. A collector is intended to serve as the primary connection between local roads and arterials. The characteristics of collectors may also vary depending on whether the roadway is classified as a major or minor collector. For example, Killarney Way and Thornton Road are classified as major collectors while McLaughlin Drive and Edenfield Road are classified as minor collectors.

To provide additional context, a typical trip that sets out to reach a freeway will begin on a local road, continue to a collector road then an arterial, which would provide access to a freeway. For more detail on the functional classification of roadways in the northeast area, including those studied, the City of Tallahassee's Roadway Functional Classification map can be found in **Appendix E**.

Evaluation Criteria

Criteria was developed to evaluate each feasible corridor from both a regional and local perspective. Primary evaluation criterion was based on a corridor's ability to satisfy the purpose and need of the project, which includes providing regional mobility, relieving surrounding roadway facilities, protecting the Canopy Roads, enhancing connectivity, and providing support for a potential future interchange at I-10 and Welaunee Boulevard. Secondary evaluation criterion was based on a corridor's ability to preserve neighborhoods and residential areas by improving the balance and distribution of traffic.

Evaluation Methods and Findings

To determine a corridor's ability to meet the criteria defined above, several evaluation methods were employed to ensure that the findings were based on a wholistic approach. The findings of each corridor are presented both numerically and graphically and are detailed in **Table 5**. As previously mentioned, the traffic modeling analyses are performed through a model to model comparison. Therefore, all corridors were evaluated in comparison to the No Build Scenario for the respective year being analyzed. For example, forecasted daily model volumes for 2025 Corridor 1 were evaluated in comparison to the forecasted daily model volumes for the 2025 No Build Scenario. Forecasted daily model volumes for the 2025, 2035, and 2045 No Build Scenarios can be found in **Appendix C**.

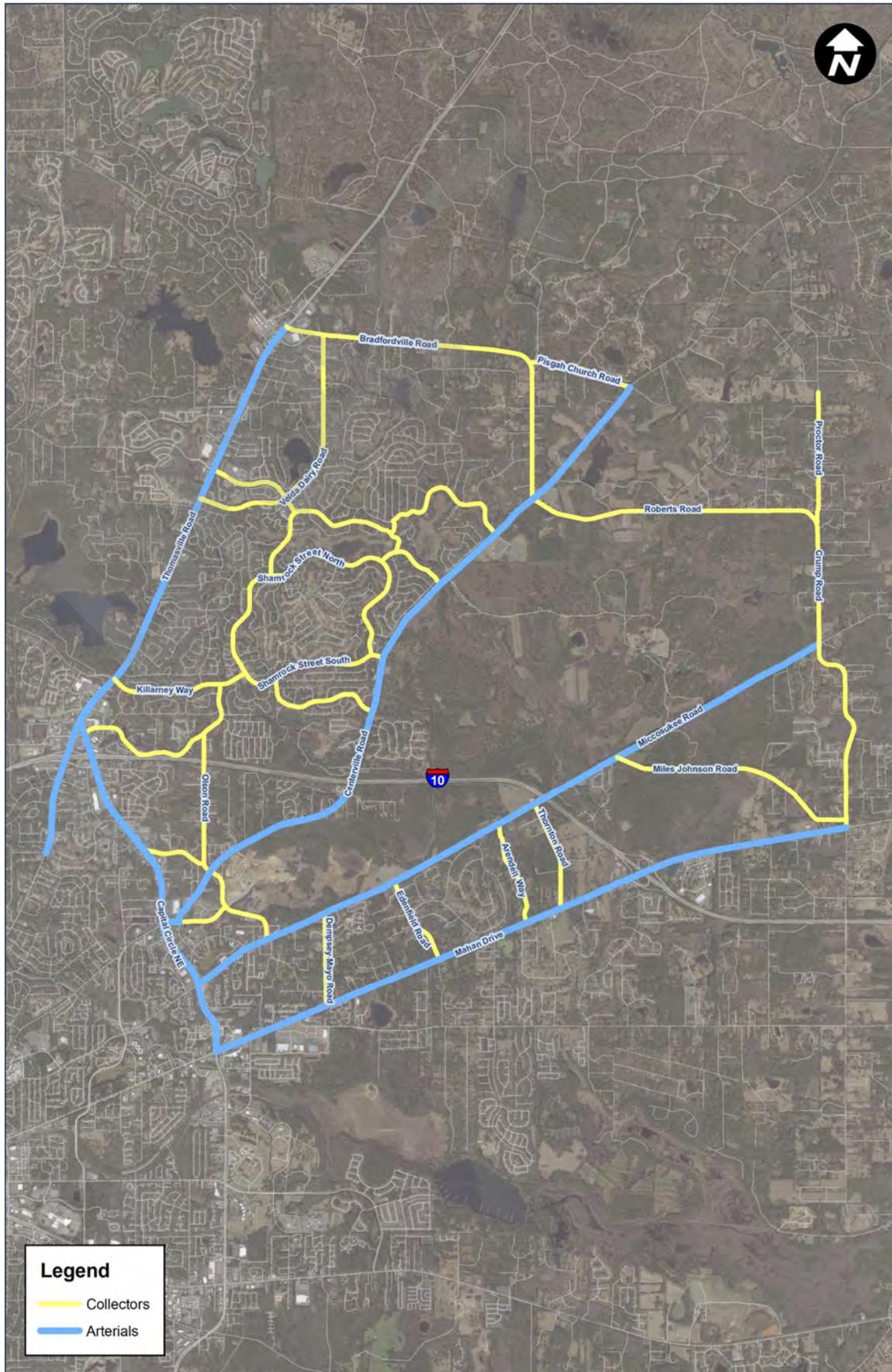


Figure 4. Modeling Roadways Studied

Table 5. Feasible Corridor Evaluation Methods

Evaluation Method	Evaluation Years	Description of Evaluation Method	Evaluation Method Metrics	Format	Location of Method Results
Quantitative Evaluation	2025 2035 2045	This evaluation method represents the net change between forecasted daily model volumes for an individual corridor and the No Build Scenario for that respective year. The purpose of this method is to estimate the potential future change in traffic patterns resulting from each corridor.	This evaluation method is presented in a color-coded table format, which shows forecasted daily model volumes by roadway segment, and is color-coded based on whether a roadway segment increases, decreases, or stays the same in comparison to the No Build Scenario. In this table, yellow signifies an increase and green signifies a decrease or no change in forecasted daily model volumes along the respective segment.	Table	Appendix F
Quantitative Evaluation	2025 2035 2045	This evaluation method is similar to the evaluation method presented above but is presented in a map format over an aerial background. This evaluation method represents the net change between forecasted daily model volumes for an individual corridor and the No Build Scenario for that respective year. The purpose of this method is to estimate the potential future change in traffic patterns resulting from each corridor.	This evaluation method is presented in a color-coded map format, which shows forecasted daily model volumes by roadway segment, and is color-coded based on whether a roadway segment increases, decreases, or stays the same in comparison to the No Build Scenario. In this map, yellow signifies an increase, bright green signifies a decrease, and dark green signifies a decrease or no change in forecasted daily model volumes along the respective segment.	Map	Appendix G
Qualitative Evaluation	2025 2035 2045	This evaluation method goes a step further than the quantitative evaluation method by evaluating the estimated impact associated with the net change between forecasted daily model volumes for an individual corridor and the No Build Scenario for that respective year. The purpose of this method is to estimate the potential significance behind future changes in traffic patterns resulting from each corridor.	This evaluation method is presented in a color-coded map format, which shows forecasted daily model volumes by roadway segment. In contrast, this method is color-coded based on whether a corridor has no to low impact or a moderate impact on a roadway segment in comparison to the No Build Scenario. In this map, yellow signifies a moderate impact and green signifies no to low impact. A moderate impact represents a forecasted daily model volume increase of 5% or more in comparison to the No Build Scenario. A no to low impact represents a forecasted daily model volume decrease or increase of less than 5%.	Map	Appendix H
Volume to Capacity Evaluation	2025 2035 2045	This evaluation method builds upon the Quantitative Evaluation by evaluating roadway segments that are overcapacity during the peak hour as they exist today to determine whether an individual corridor shows help to relief segments that have existing deficiencies. The purpose of this method is to estimate the magnitude of benefit to study area roadways with existing deficiencies.	This evaluation method analyzes volume to capacity (v/c), which is the ratio of traffic on a roadway segment to the capacity of that segment. A v/c ratio of 1.0 indicates that a roadway segment is operating at capacity, while a v/c ratio of less than 1.0 indicates that a roadway segment is operating below capacity. In summary, this evaluation method is presented in a color-coded table format, which shows forecasted daily model volumes by roadway segment, and is color-coded based on whether a roadway segment increases, decreases, stays the same in comparison to the No Build Scenario as well as whether the segment has a v/c of 1.0 or greater and decreases or has a v/c of 1.0 or greater and increases. In this table, yellow signifies an increase, green signifies a decrease or no change, bright green signifies a segment that has an existing deficiency and is relieved, and red signifies a segment that has an existing deficiency but is not relieved.	Table	Appendix I

Utilizing the criteria and methods outlined above, a traffic modeling summary matrix was developed to summarize the performance of the No Build Scenario and the four feasible corridors in 2025, 2035, and 2045, which is depicted in **Figure 5**.

Traffic Modeling Summary Matrix															
Criteria	Opening Year 2025 Modeling Corridor					Interim Year 2035 Modeling Corridor					Design Year 2045 Modeling Corridor				
	No Build Scenario	1	2	3	4	No Build Scenario	1	2	3	4	No Build Scenario	1	2	3	4
Evaluation of Primary Arterials															
Relieves Centerville Road	—	✓	✓	✓	✓	—	✓	—	✓	✓	—	✓	—	✓	✓
Relieves Miccosukee Road	—	✓	✓	✓	✓	—	✓	✓	✓	✓	—	✓	✓	✓	✓
Relieves Thomasville Road	—	✓	✓	✓	✓	—	✓	✓	✓	✓	—	✓	✓	✓	—
Relieves Mahan Drive	—	✓	✓	✓	✓	—	✓	✓	✓	✓	—	✓	✓	✓	✓
Potential for a Future I-10 Interchange	—	✓	✓	✓	—	—	✓	✓	✓	—	—	✓	✓	✓	—
Evaluation of Secondary Arterials and Noteworthy Connectors															
Relieves Killearn Estates Roadways	—	✓	✓	✓	✓	—	✓	—	✓	✓	—	✓	✓	✓	—
Relieves Killearn Center Boulevard	—	✓	✓	✓	✓	—	✓	✓	✓	—	—	✓	✓	✓	✓
Relieves Olson Road	—	✓	✓	✓	✓	—	✓	✓	—	—	—	✓	✓	✓	—

Figure 5. Traffic Modeling Summary Matrix

PEER REVIEW AND ADDITIONAL COORDINATION

Peer Review

As part of the traffic modeling efforts performed for this study, independent peer reviews of the modeling methodology, assumptions, input parameters, and results were conducted by Michael-Baker International and HNTB to ensure a reasonable, holistic approach was employed consistent with industry standards.

Additional Coordination

In addition to the independent peer review, ongoing coordination has occurred with Leon County Government, City of Tallahassee, Hopping Green & Sams (legal representatives for Powerhouse, Inc.), Dantin Consulting (engineering representative for Killearn Homes Association), and Keep It Rural.

It should be noted that the parties mentioned above include only those that have been coordinated with directly regarding the traffic modeling component of this PD&E study. Further coordination with stakeholders and City and County leadership as well as community engagement opportunities occurred and will continue to take place as the project progresses.

SUMMARY

Based on the extensive traffic modeling analyses performed for this PD&E study, **Table 6** details the performance of each corridor.

The traffic modeling performed for this PD&E study is one of several tools that will be utilized in the comprehensive traffic analysis being conducted for this study. The next step in the traffic component of this study is to perform a detailed analysis of traffic conditions by forecasting future traffic volumes and evaluating segment and intersection operations on a daily and peak hour basis. These analyses will aid in the development of recommendations on roadway and intersection elements, such as turn lane locations and lengths as well as intersection configurations.

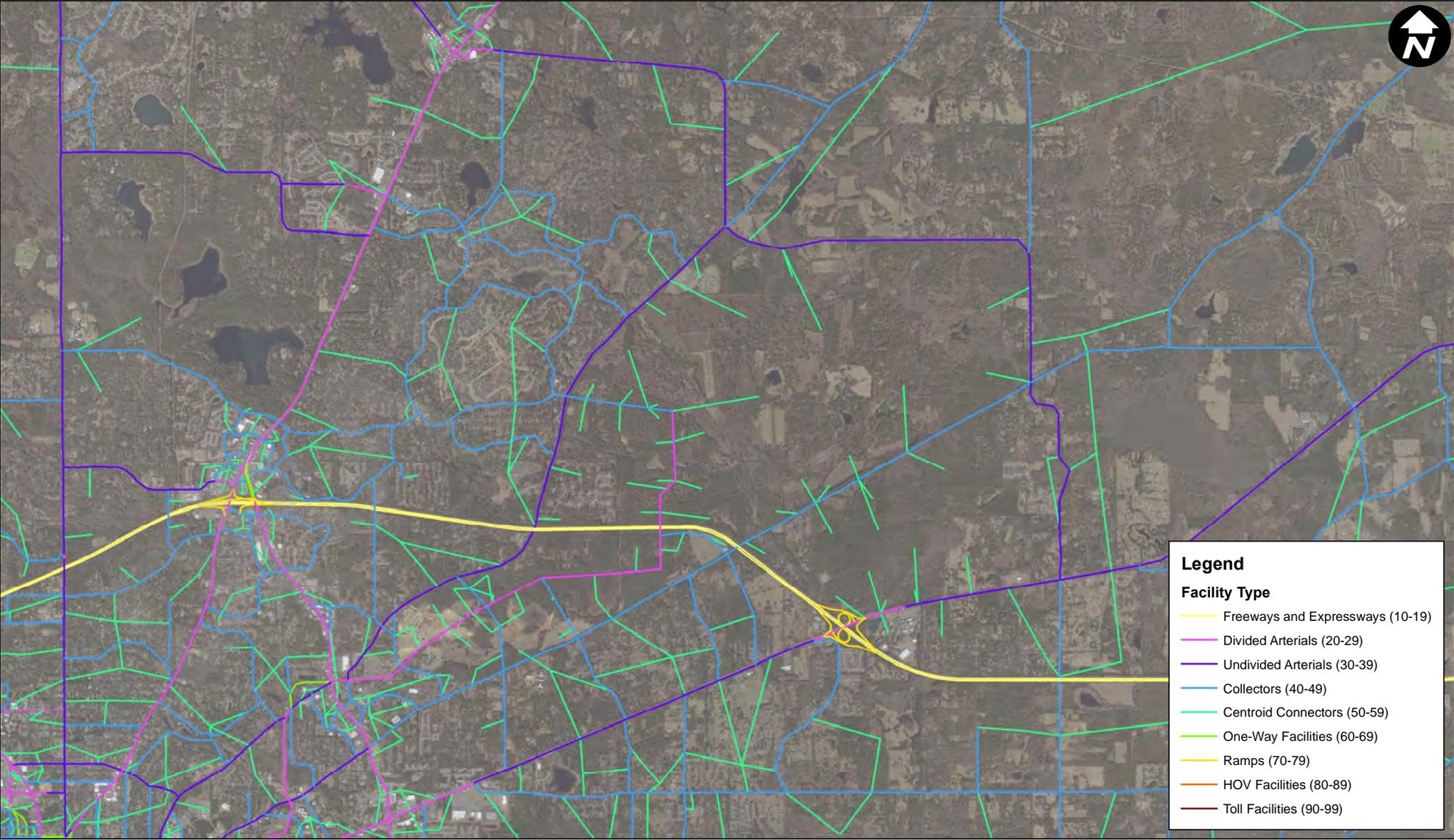
Table 6. Summary of the Performance of Feasible Corridors

Modeling Corridor	Description	Performance
No Build Scenario	The No Build Scenario represents the existing roadway network without the proposed improvements associated with the Northeast Gateway project.	The No Build Scenario does not meet the purpose and need of the project and provides no benefit to the existing roadway network in Opening Year 2025 and through Design Year 2045.
1	Corridor 1 is a combination of Corridors 2 and 3. This corridor is an extension of Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10 to connect at the existing intersection of Centerville Road and Roberts Road. In addition, this corridor includes extending Shamrock Street South eastward from Centerville Road to connect at an intersection with the Welaunee Boulevard extension. This corridor may include a realignment of the western end of Roberts Road and a connection to Pimlico Drive, north of Montford Middle School.	Corridor 1 meets the purpose and need of the project and provides the most significant benefit to the existing roadway network in Opening Year 2025 and through Design Year 2045.
2	Corridor 2 is the original Phase I of the Northeast Gateway project. This corridor extends Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10. In addition, this includes an extension of Shamrock Street South eastward from Centerville Road to connect at an intersection with the Welaunee Boulevard extension.	Corridor 2 meets the purpose and need of the project and provides benefit to the existing roadway network in Opening Year 2025 and through Design Year 2045.
3	Corridor 3 is an extension of Welaunee Boulevard from its existing termini, east of Fleischmann Road, to the northeast over I-10 to connect at the existing intersection of Centerville Road and Roberts Road. This corridor may include a realignment of the western end of Roberts Road and a connection to Pimlico Drive, north of Montford Middle School.	Corridor 3 meets the purpose and need of the project and provides significant benefit to the existing roadway network in Opening Year 2025 and through Design Year 2045.
4	Corridor 4 is an extension of Welaunee Boulevard eastward from its existing termini, east of Fleischmann Road, to connect with an extension of Thornton Road. This corridor does not cross over I-10.	Corridor 4 meets the purpose and need of the project and provides limited benefit to the roadway network in Opening Year 2025 and an even more limited benefit in Interim Year 2035. This corridor does not meet the purpose and need of the project in Design Year 2045.

APPENDIX A:

MODELED ROADWAY FACILITY TYPE, AREA TYPE, AND NUMBER OF LANES

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Legend

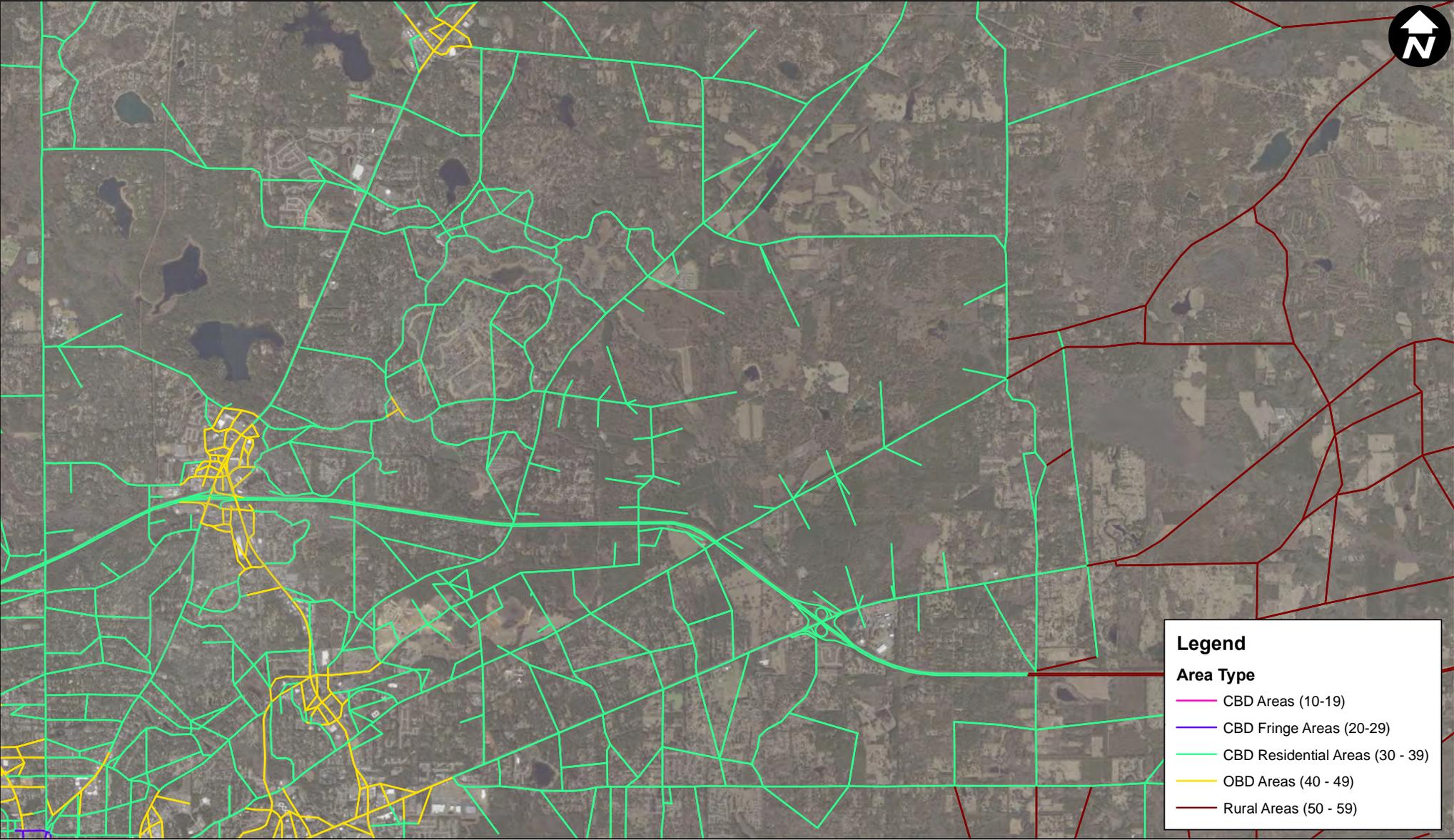
Facility Type

- Freeways and Expressways (10-19)
- Divided Arterials (20-29)
- Undivided Arterials (30-39)
- Collectors (40-49)
- Centroid Connectors (50-59)
- One-Way Facilities (60-69)
- Ramps (70-79)
- HOV Facilities (80-89)
- Toll Facilities (90-99)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Inputs: Facility Type

Note: 2025 Corridor 1 modeling network shown.



Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

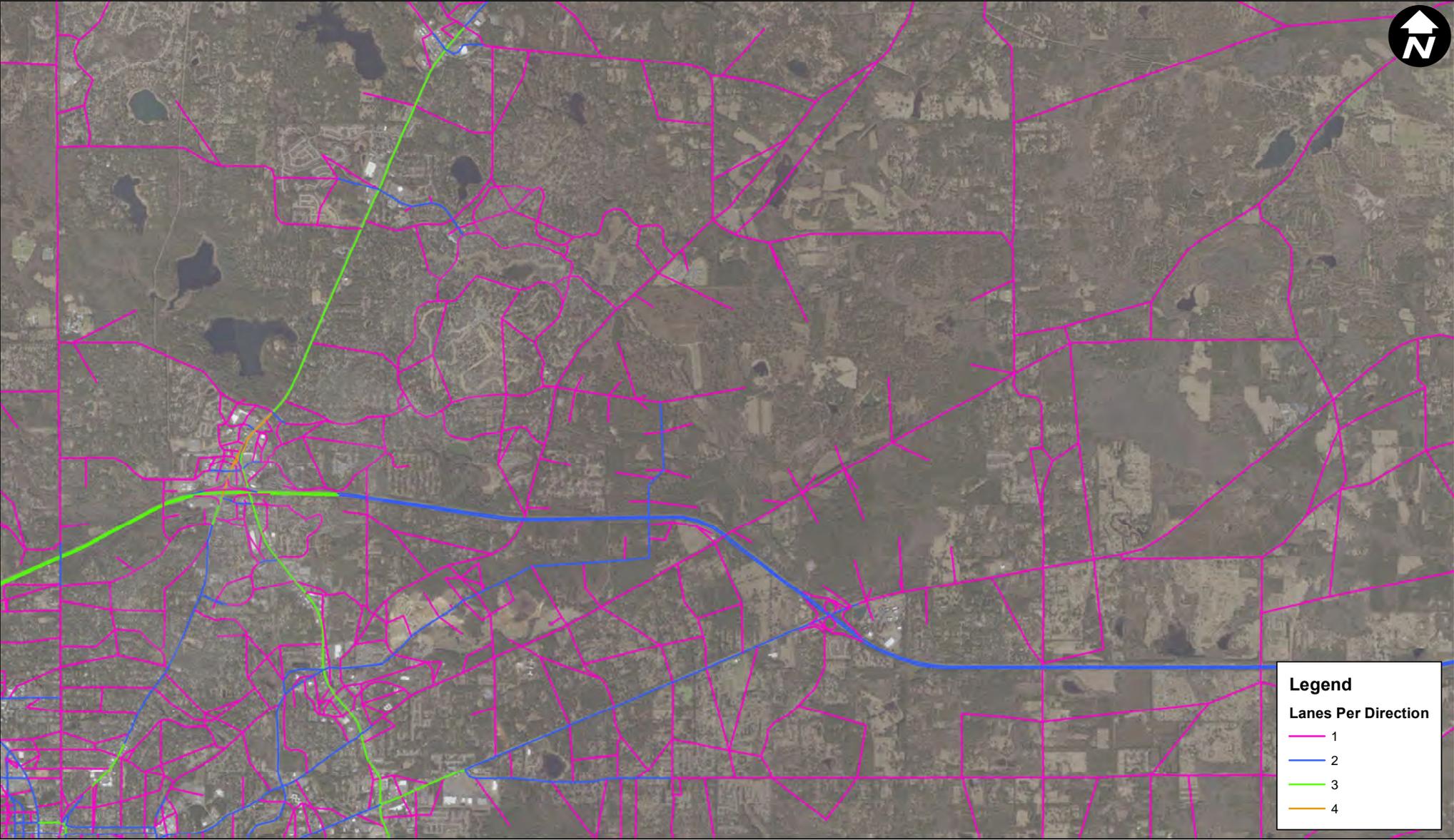
Modeling Inputs: Area Type

Legend

Area Type

- CBD Areas (10-19)
- CBD Fringe Areas (20-29)
- CBD Residential Areas (30 - 39)
- OBD Areas (40 - 49)
- Rural Areas (50 - 59)

Note: 2025 Corridor 1 modeling network shown.



Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

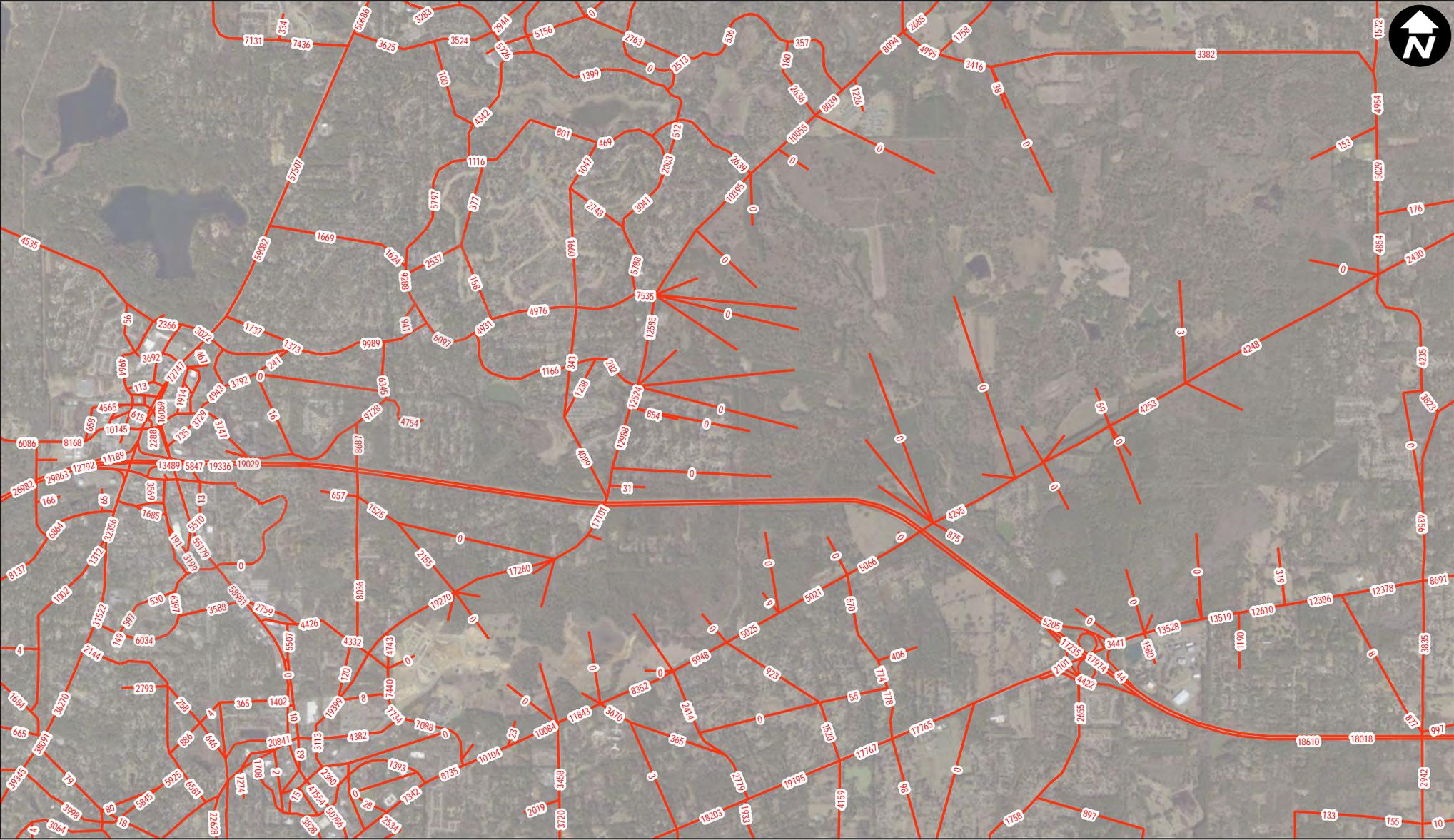
Modeling Inputs: Number of Lanes

Note: 2025 Corridor 1 modeling network shown.

APPENDIX B:

2007 BASE YEAR MODEL VOLUMES

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Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

2007 Base Network

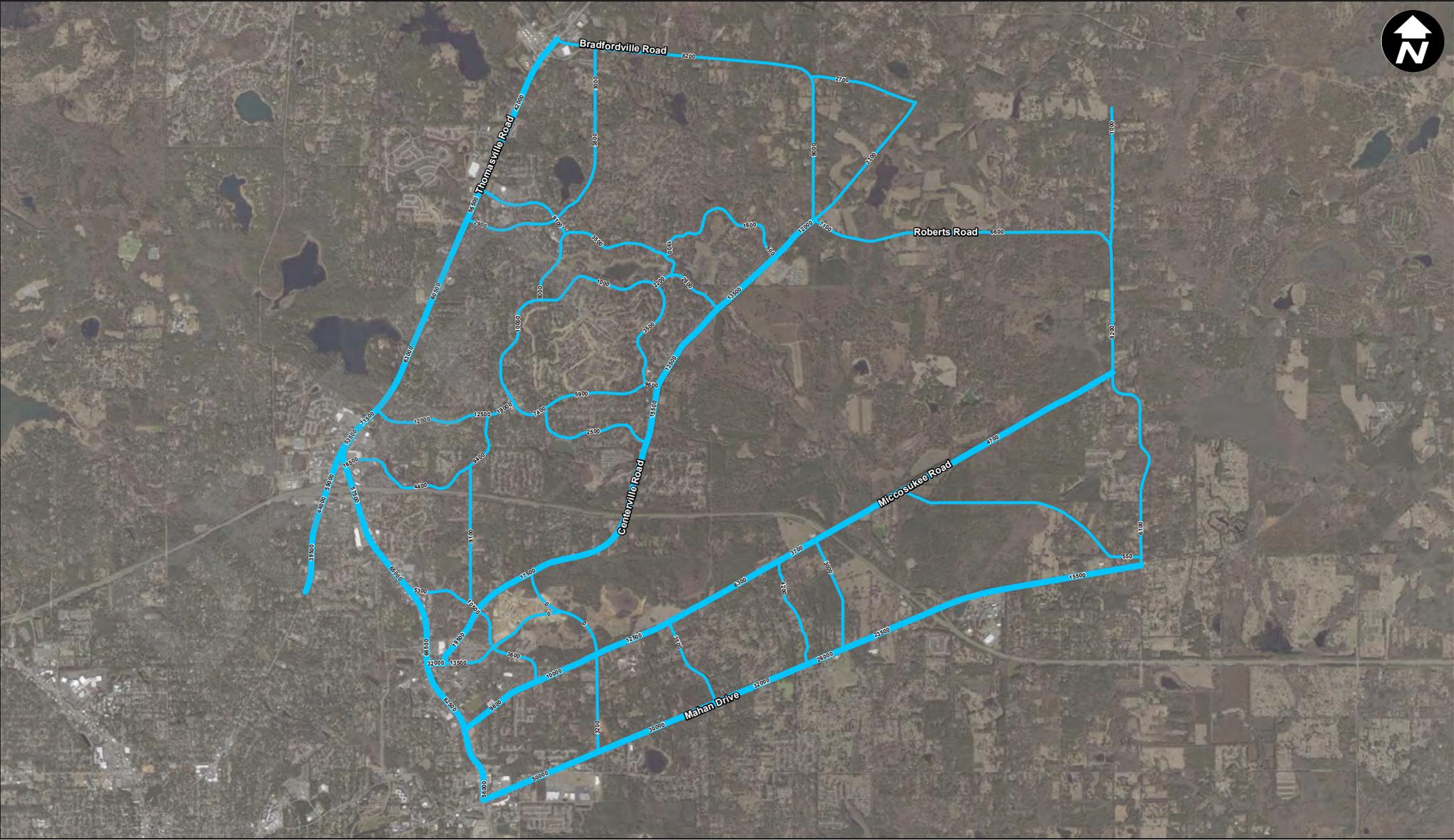
Model Scenario Information

Year: 2007
Name: Base Network
Capacity: N/A

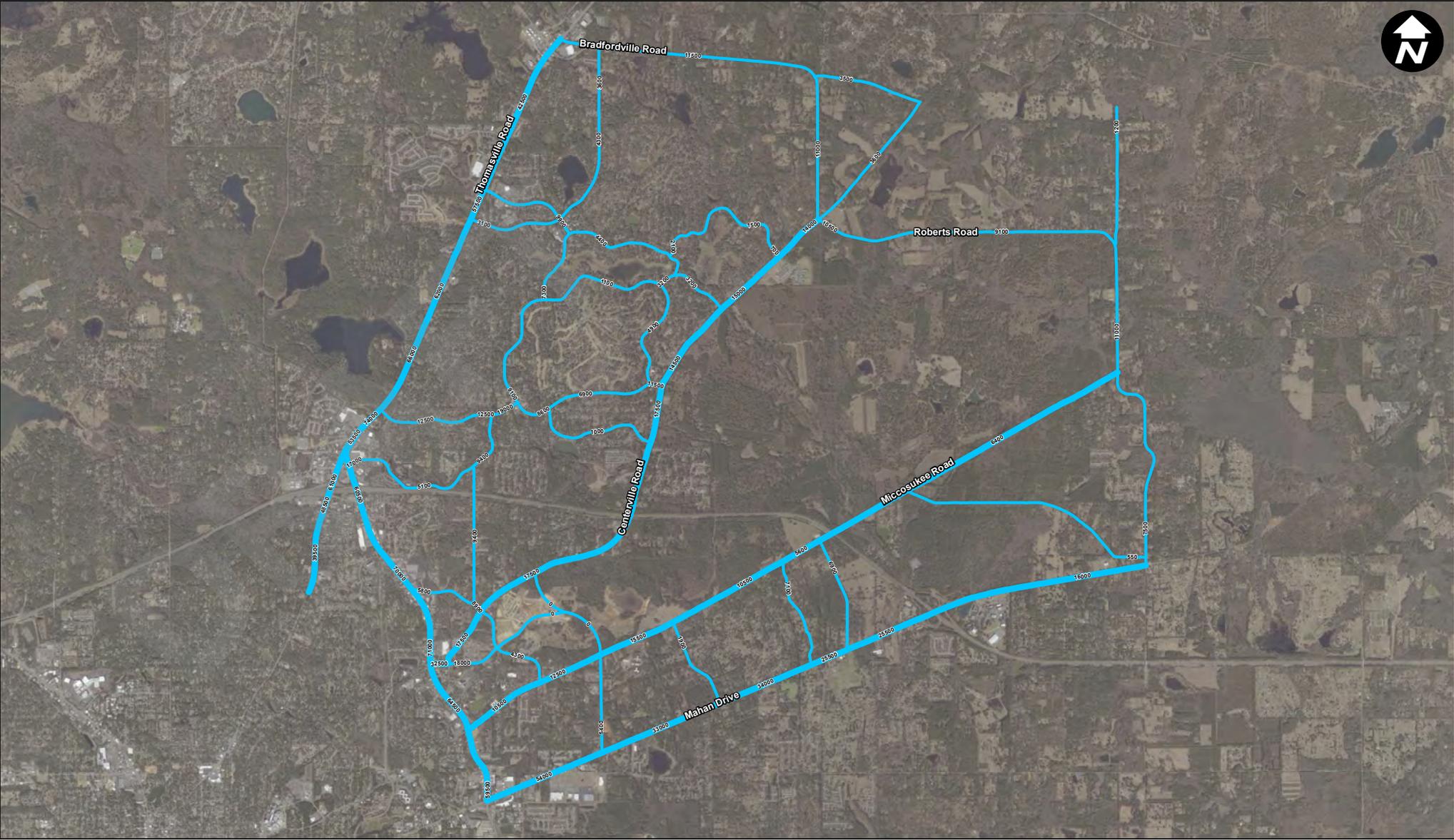
APPENDIX C:

2025, 2035, AND 2045 NO BUILD SCENARIO FUTURE DAILY MODEL VOLUMES

DRAFT



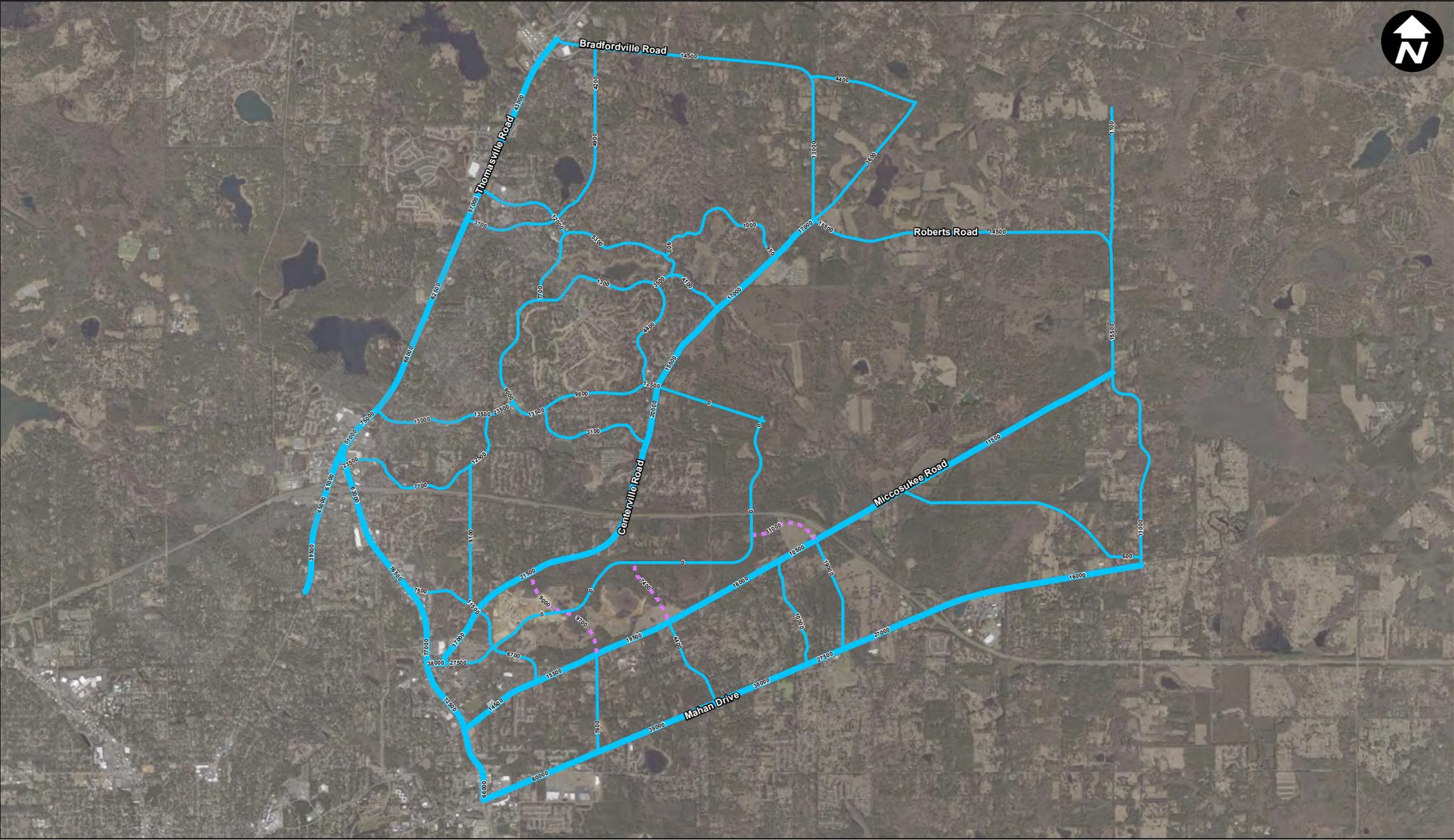
<p>Northeast Gateway: Welaunee Boulevard PD&E Study From Fleischmann Road to Centerville Road at Shamrock Street Leon County, Florida</p>	<p>Modeling Corridors Future Traffic Volumes</p>	<p>Modeling Information Year: 2025 Name: No Build Scenario</p>
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Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Volumes

Modeling Information
Year: 2035
Name: No Build Scenario



Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

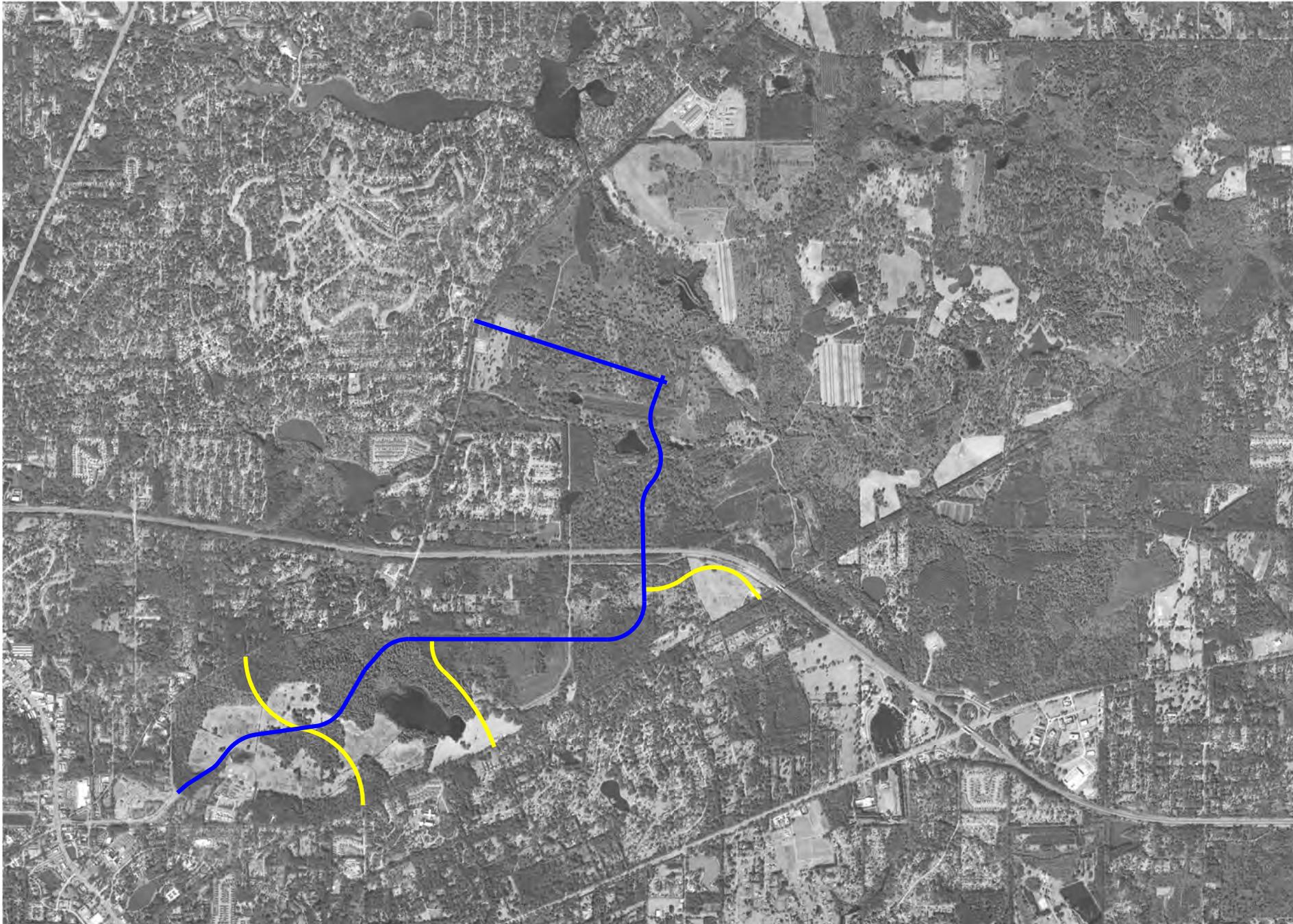
Modeling Corridors Future Traffic Volumes

Modeling Information
Year: 2045
Name: No Build Scenario

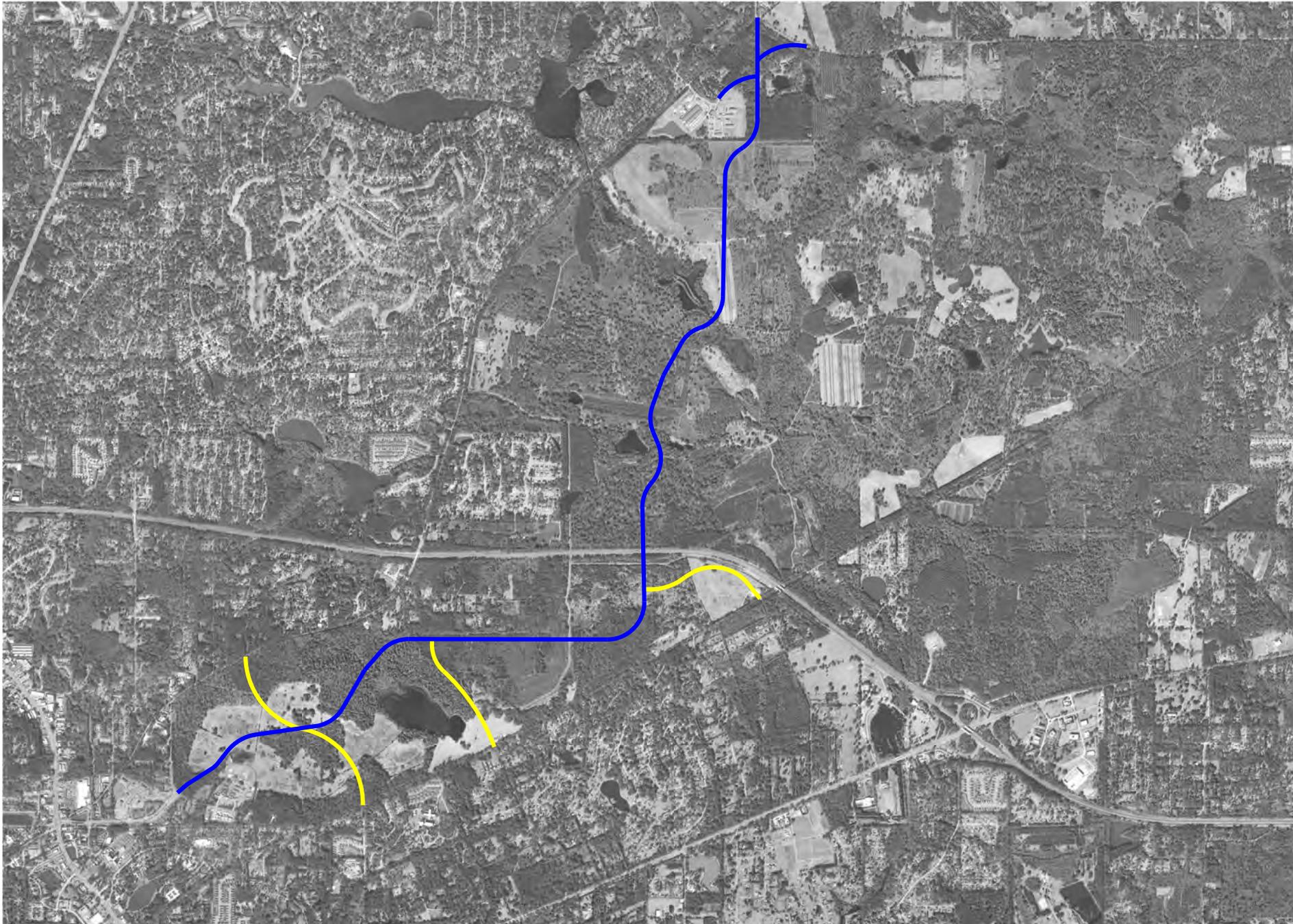
APPENDIX D:

INITIAL 17 MODELING CORRIDORS

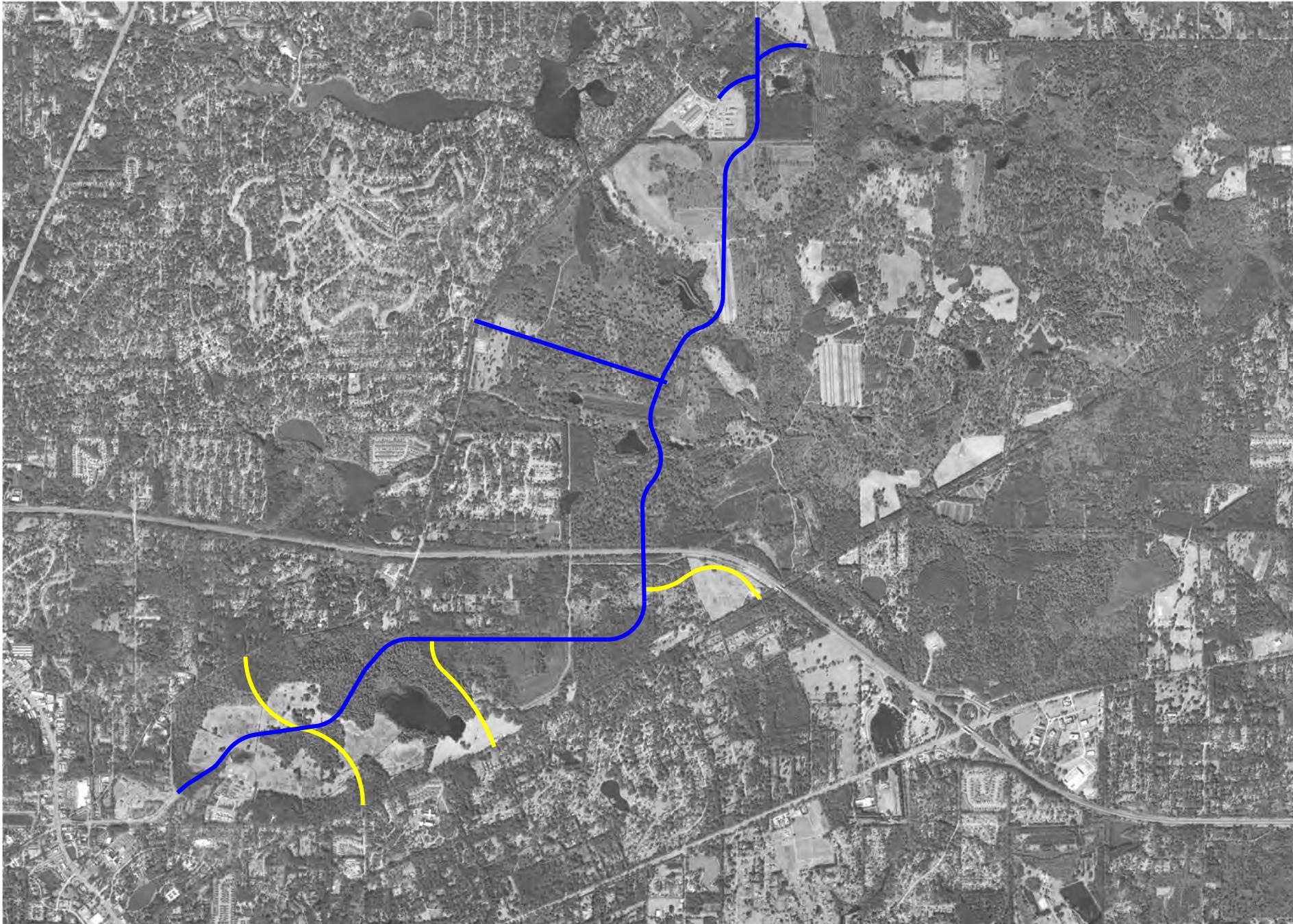
DRAFT



Corridor 1



Corridor 2



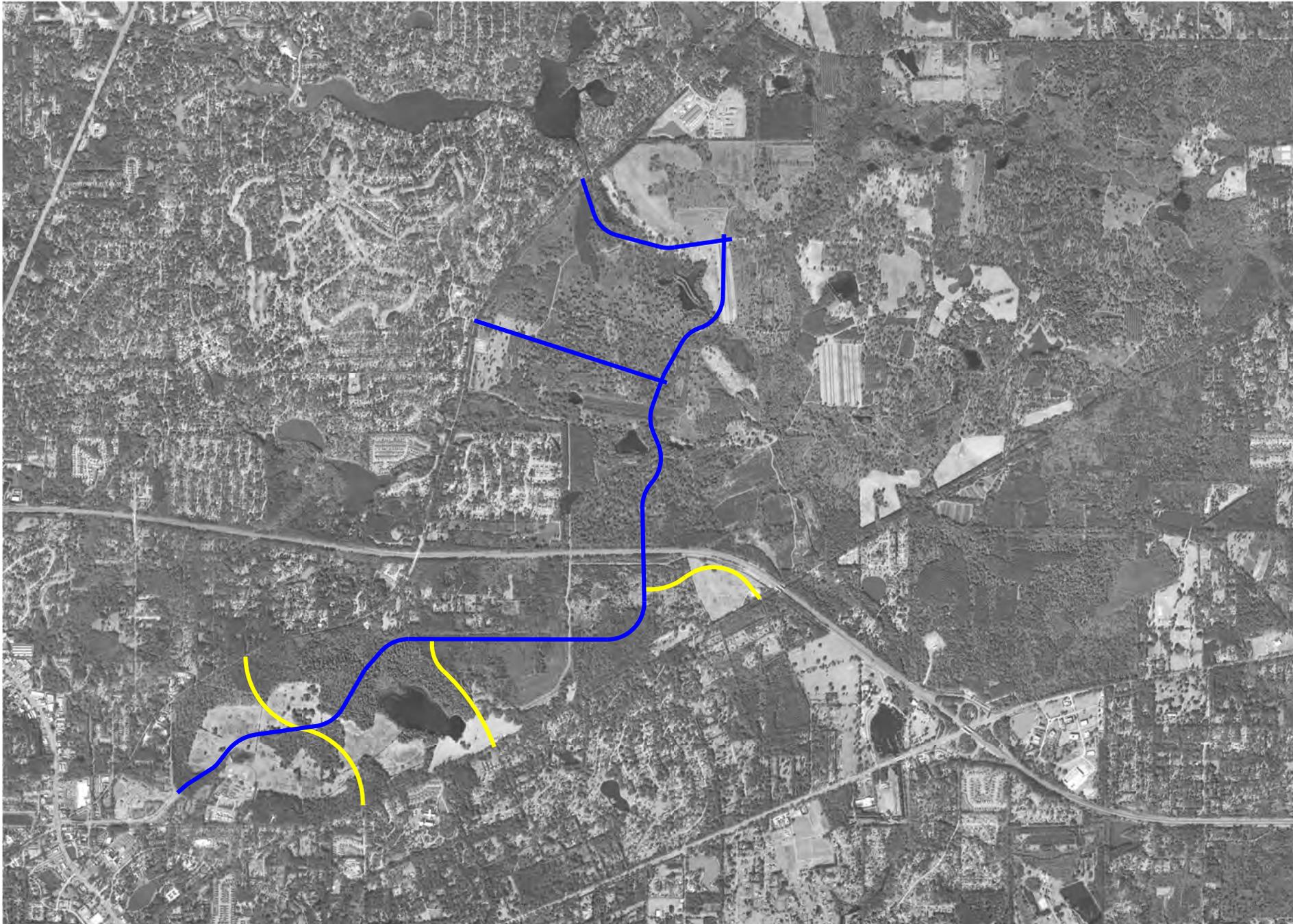
Corridor 3



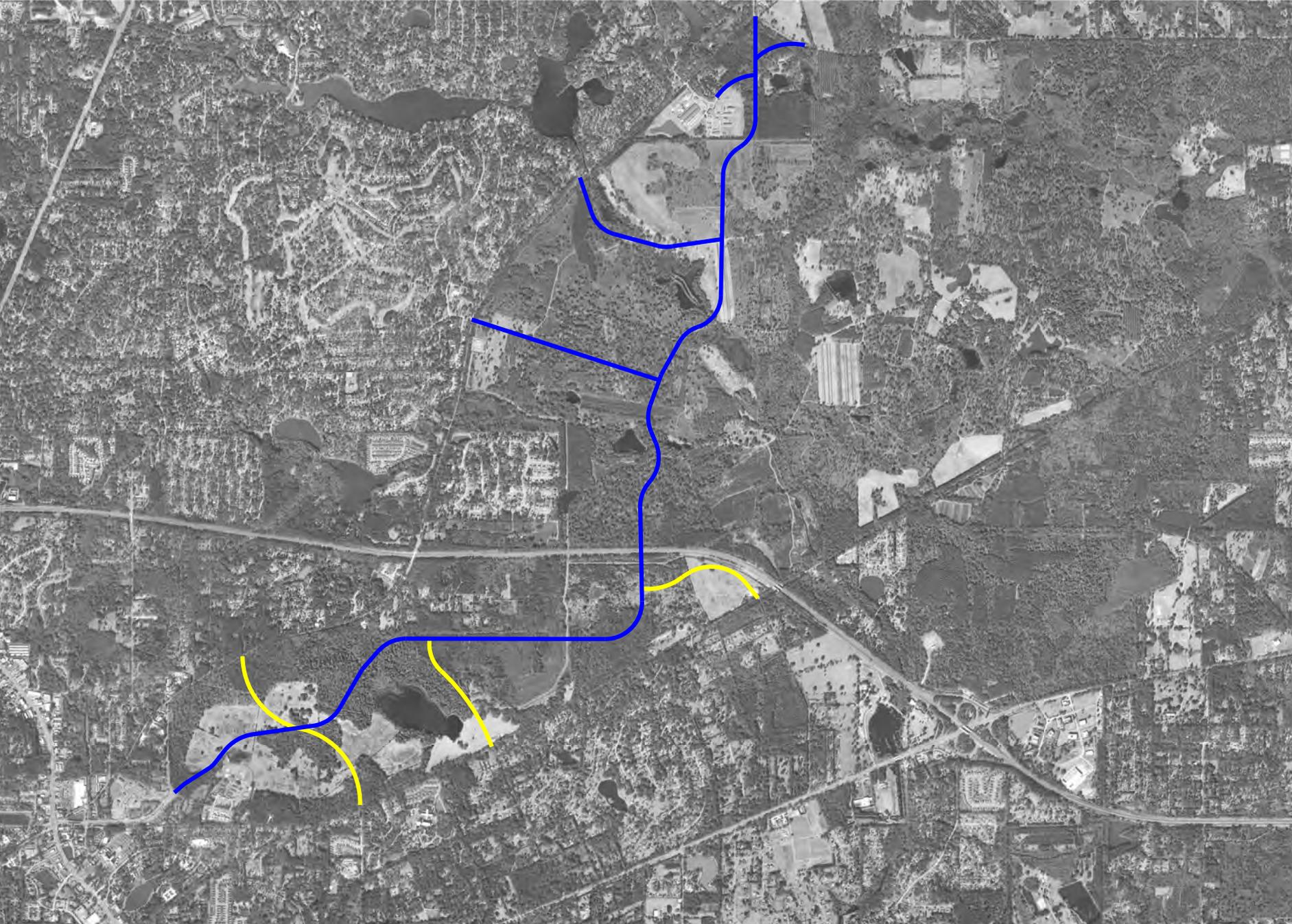
Corridor 4



Corridor 6



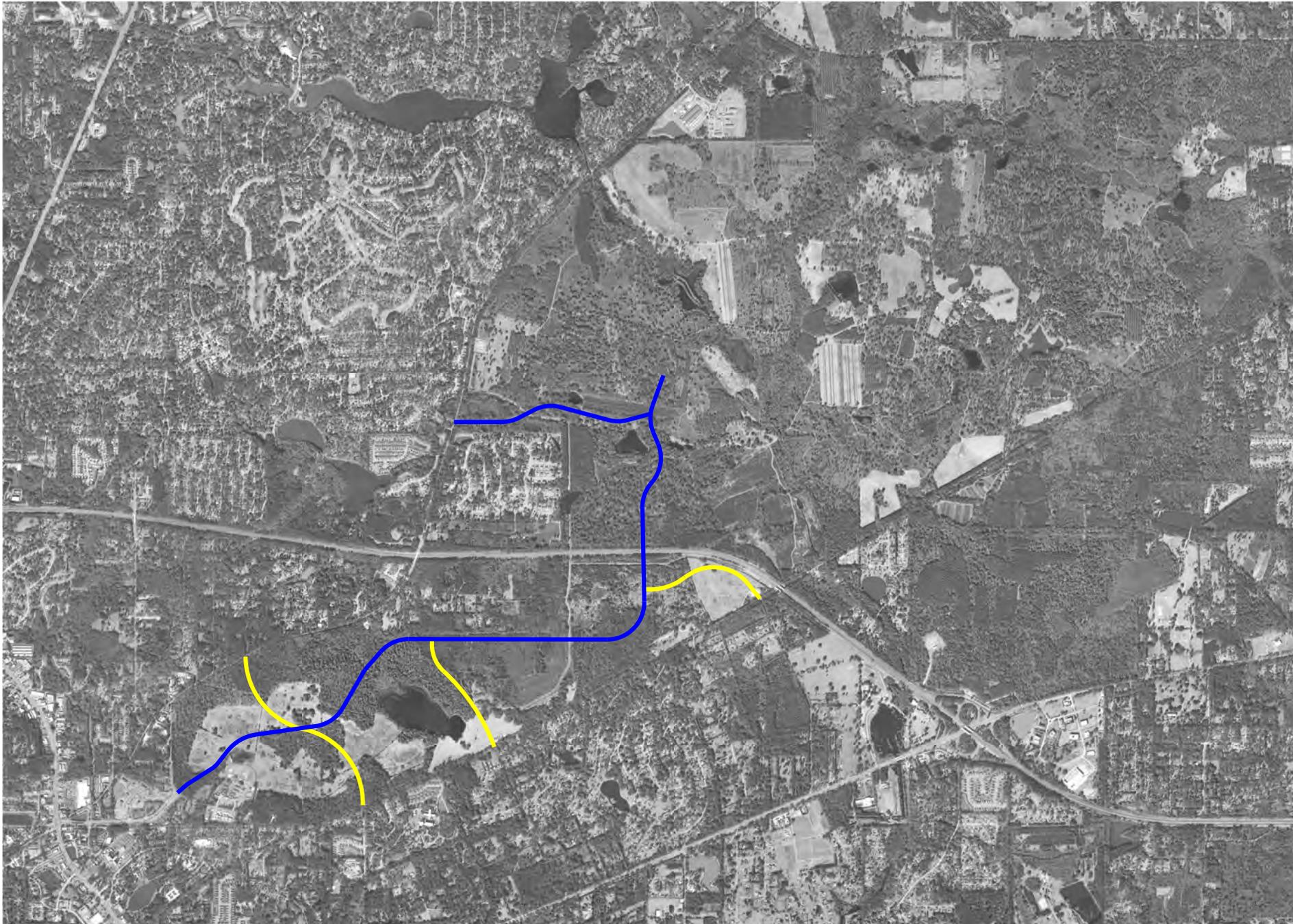
Corridor 8



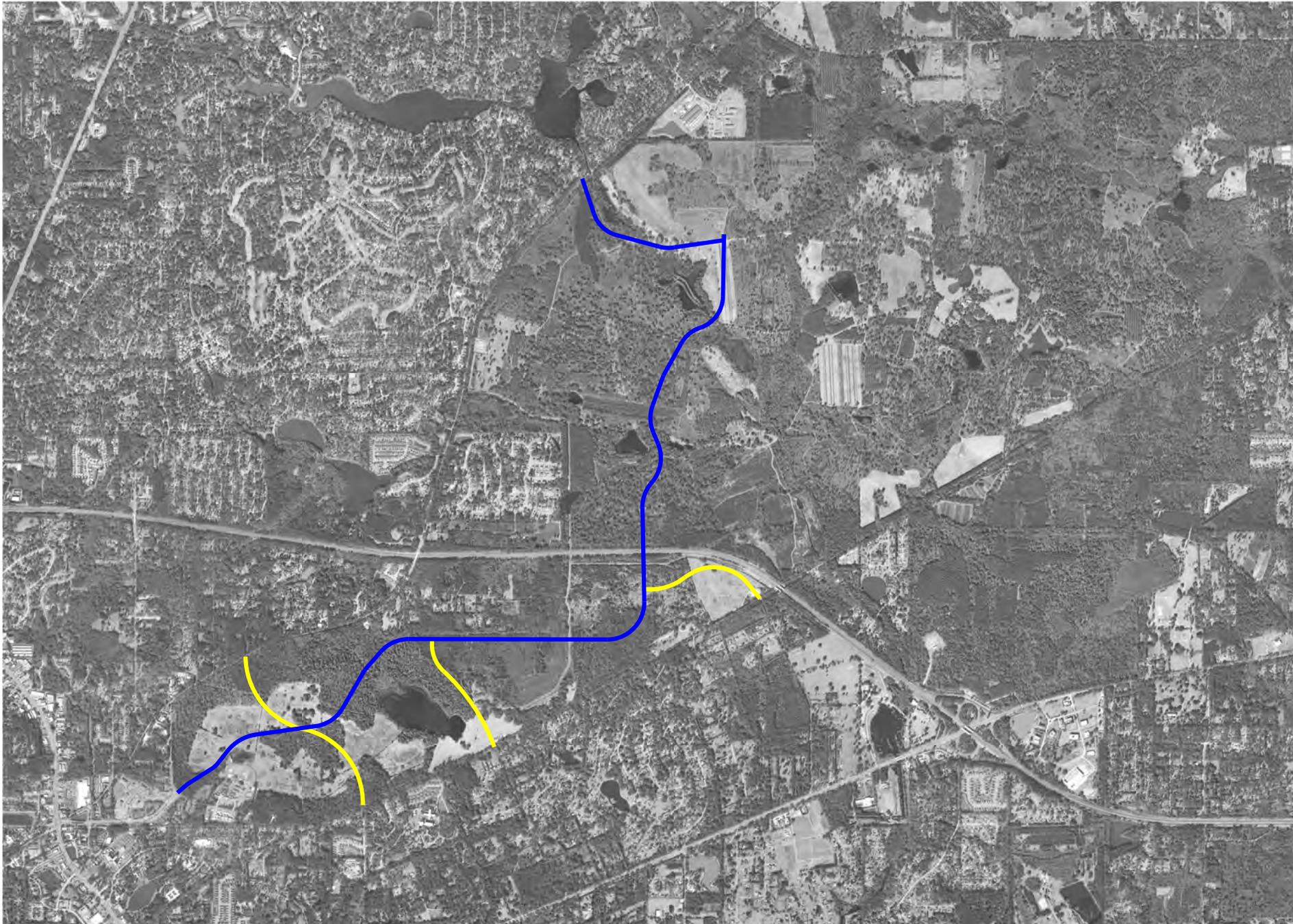
Corridor 11



Corridor 13



Corridor 15

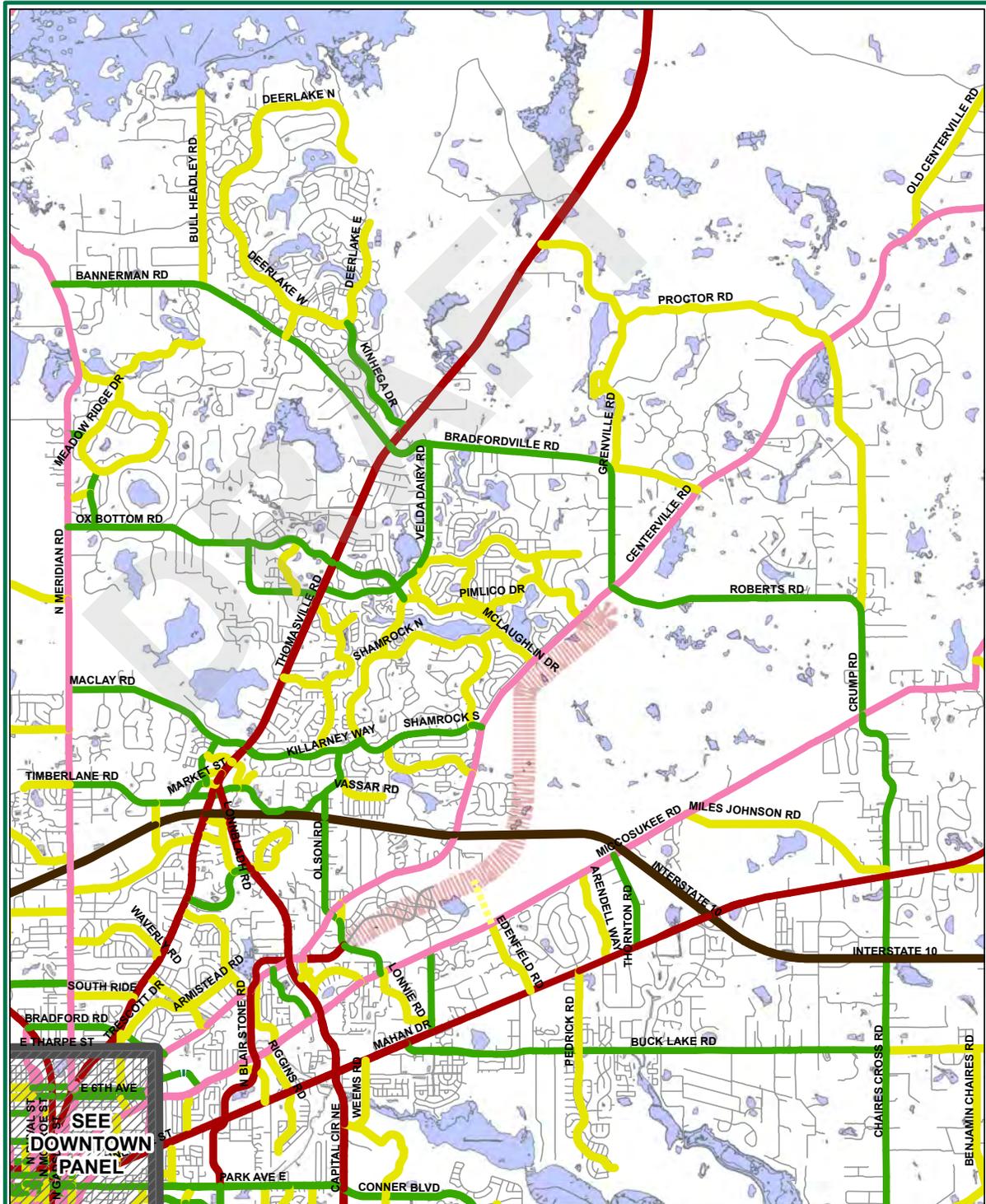


Corridor 16

APPENDIX E:

CITY OF TALLHASSEE'S ROADWAY FUNCTIONAL CLASSIFICATION MAP

DRAFT



ROADWAY FUNCTIONAL CLASSIFICATION

TALLAHASSEE URBAN AREA

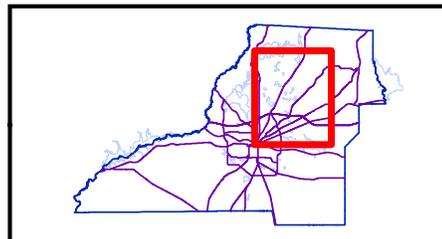
NORTHEAST

Effective date: 12/24/2010



Legend	
GIS Function Class Layer	
Function Class	
	Minor Collector
	Major Collector
	Minor Arterial
	Principle Arterial
	PA Limited Access
	Proposed Local
	Proposed Minor Collector
	Proposed Major Collector
	Proposed Minor Arterial
	Proposed Principle Arterial

Reference Features	
	Unclassified
	Water Features



General Location Map

Date Printed: Jan 5, 2011

APPENDIX F:

QUANTITATIVE EVALUATION (TABLE FORM)

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Future Traffic Pattern Changes for Evaluation Matrix for Opening Year 2025							
Roadway and Limits	Segment ID	2025 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Arendell Way							
Miccosukee Road to Mahan Drive	1	4,200	4,200	4,300	4,200	4,300	4,300
Bradfordville Road							
Thomasville Road to Pigsah Church Road	3	8,200	9,300	9,200	9,300	9,200	9,200
Pigsah Church Road to Centerville Road	2	9,000	9,000	8,600	9,000	8,600	8,600
Capital Circle NE							
Mahan Drive to Miccosukee Road	5	56,000	60,000	60,500	60,000	60,500	60,500
Miccosukee Road to Centerville Road	4	62,500	62,000	65,500	62,500	64,000	64,000
Centerville Road to Lonnbladh Road	8	66,500	67,000	69,500	68,000	69,000	69,000
Lonnbladh Road to Hermitage Boulevard	6	65,000	66,000	67,500	66,000	66,500	66,500
Hermitage Boulevard to Thomasville Road	7	57,500	56,500	58,000	58,000	57,500	57,500
Centerville Road							
Capital Circle NE to Welaunee Boulevard	9	32,000	32,500	31,500	33,000	32,000	32,000
Welaunee Boulevard to Olson Road	10	19,500	18,000	20,500	19,500	18,000	18,000
Olson Road to Charleston Road	14	17,500	15,000	17,500	16,000	17,500	17,500
Charleston Road to Shamrock Street	11	15,500	13,500	16,500	14,000	16,500	16,500
Shamrock Street to McLaughlin Drive	12	13,500	11,000	13,500	11,000	14,000	14,000
McLaughlin Drive to Pimlico Drive	13	13,500	8,500	13,500	8,500	13,500	13,500
Pimlico Drive to Bradfordville Road	15	12,000	7,000	12,500	7,100	12,500	12,500
Bradfordville Road to Pigsah Church Road	74	3,300	3,800	3,200	3,800	3,100	3,100
Clarecastle Way							
Pimlico Drive to N. Shannon Lake Drive	69	1,900	3,500	2,400	3,500	1,900	1,900
Crump Road							
Mahan Drive to Miccosukee Road	17	6,100	5,800	5,900	5,800	5,900	5,900
Miccosukee Road to Roberts Road	16	8,200	6,800	7,400	6,800	7,500	7,500
Dempsey Mayo Road							
Mahan Drive to Miccosukee Road	18	3,200	3,600	3,300	3,600	3,200	3,200
Miccosukee Road to Welaunee Boulevard	202		7,200	6,600	7,200	4,000	4,000
Welaunee Boulevard to Centerville Road	201		8,300	7,100	7,000	7,100	7,100
Edenfield Road							
Mahan Drive to Miccosukee Road	19	3,500	3,500	3,300	3,500	3,800	3,800
Miccosukee Road to Welaunee Boulevard	301					3,100	3,100
Fleischmann Road							
Miccosukee Road to Centerville Road	20	3,600	3,500	4,500	3,400	4,800	4,800
Gardenview Way							
Shamrock Street South to Centerville Road	21	2,500	800	750	800	850	850
Kerry Forest Parkway							
Thomasville Road to Shannon Lakes North	22	9,100	8,500	8,600	8,300	9,000	9,000
Killarney Way							
Thomasville Road to Kilkenny Drive	25	12,000	11,500	12,500	12,000	12,500	12,500
Kilkenny Drive to Raymond Diehl Road	23	12,500	11,500	12,500	12,000	12,500	12,500
Raymond Diehl Road to Shamrock Street South	24	19,000	17,000	18,500	17,000	18,500	18,500
Lonnbladh Road							
Capital Circle NE to Olson Road	26	5,300	5,200	5,400	5,100	5,100	5,100
Mahan Drive							
Capital Circle NE to Dempsey Mayo Road	27	50,000	51,500	52,500	52,000	52,000	52,000
Dempsey Mayo Road to Edenfield Road	28	30,000	26,000	26,500	26,000	26,000	26,000
Edenfield Road to Arendell Way	29	32,000	28,500	29,000	28,000	28,500	28,500
Arendell Way to Thornton Road	30	26,000	24,000	24,500	23,500	24,000	24,000
Thornton Road to Summit Lake Drive	31	23,500	22,000	22,000	21,500	22,000	22,000
Summit Lake Drive to Crump Road	32	15,500	15,500	16,000	15,500	15,500	15,500
McLaughlin Drive							
Shamrock Street North to E. Shannon Lakes Drive	34	2,200	1,700	2,700	2,000	2,000	2,000
E. Shannon Lakes Drive to Centerville Road	33	2,800	5,000	2,700	4,700	3,000	3,000
Miccosukee Road							
Capital Circle NE to Fleischmann Road	36	9,800	11,000	11,000	11,000	11,500	11,500
Fleischmann Road to Dempsey Mayo Road	37	10,000	12,500	13,000	12,500	12,500	12,500
Dempsey Mayo Road to Edenfield Road	38	12,500	11,000	10,500	11,000	9,000	9,000
Edenfield Road to Arendell Way	39	6,300	5,900	5,800	5,800	6,000	6,000
Arendell Way to Thornton Road	40	3,700	3,400	3,600	3,500	3,500	3,500
Thornton Road to Crump Road	35	4,700	2,800	3,900	3,700	4,400	4,400
Miles Johnson Road							
Miccosukee Road to Crump Road	76	550	550	550	550	550	550
Olson Road							
Centerville Road to Lonnbladh Road	42	10,500	8,800	9,700	8,900	10,500	10,500
Lonnbladh Road to Raymond Diehl Road	41	9,100	9,500	10,000	9,300	9,200	9,200
Pimlico Drive							
Clarecastle Way to Santa Anita Drive	70	1,600	2,100	1,500	2,100	1,300	1,300
Santa Anita Drive to Centerville Road	43	500	450	450	450	500	500
Centerville Road to Welaunee Boulevard	801						
Pigsah Church Road							
Bradfordville Road to Centerville Road	77	2,700	2,700	2,700	2,700	2,700	2,700

Future Traffic Pattern Changes for Evaluation Matrix for Opening Year 2025							
Roadway and Limits	Segment ID	2025 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Proctor Road							
Crump Road to Centerville Road	78	1,000	1,000	1,100	1,000	1,100	
Raymond Diehl Road							
Capital Circle NE to Village Square Boulevard	45	16,500	16,000	16,000	16,000	16,000	16,500
Village Square Boulevard to Delaney Drive	46	13,000	12,000	12,000	12,500	12,000	
Delaney Drive to Olson Road	44	4,400	3,700	3,600	3,700	3,700	
Olson Road to Killarney Way	47	9,400	8,100	9,000	8,200	8,900	
Roberts Road							
Centerville Road to Realignment	48	7,100		7,400			7,400
Realignment of Roberts Road	901						
Realignment to Crump Road	49	6,600	5,200	5,700	5,200	5,700	
Shamrock Street							
W. Shannon Lakes Drive to McLaughlin Drive (North)	50	1,000	1,100	1,100	1,100	1,100	1,000
McLaughlin Drive to Shamrock Street South (East)	51	3,500	3,300	4,000	3,500	3,200	
Killarney Way to W. Shannon Lakes Drive (West)	52	10,000	9,000	9,800	9,300	10,000	
Killarney Way to Gardenview Way (South)	54	7,400	6,500	7,100	6,500	7,000	
Gardenview Way to Shamrock Street East (South)	53	5,900	5,200	5,700	5,100	5,600	
Shamrock Street East to Centerville Road (South)	55	9,600	9,200	10,000	9,500	9,500	
Centerville Road to Welaunee Boulevard (Extension)	601						
Shannon Lakes Drive							
Kerry Forest Parkway to McLaughlin Drive (North)	56	3,500	4,400	3,700	4,400	3,400	
Shamrock Street North to Kerry Forest Parkway (West)	57	8,000	6,700	7,600	7,000	7,900	
Thomasville Road							
Hermitage Boulevard to Metropolitan Boulevard	60	39,500	37,500	36,000	37,500	37,500	
Metropolitan Boulevard to I-10 Westbound Ramp	59	44,000	41,500	40,000	41,500	42,000	
I-10 Westbound Ramp to Killearn Center Boulevard	65	59,000	56,500	58,000	53,000	56,500	
Killearn Center Boulevard to Village Square Boulevard	66	53,500	49,500	53,500	50,000	51,500	
Village Square Boulevard to Killarney Way	64	71,500	71,000	72,000	71,000	72,500	
Killarney Way to High Grove Road	58	63,000	63,000	63,000	62,500	63,500	
High Grove Road to Velda Dairy Road	63	60,500	58,000	58,000	58,000	58,500	
Velda Dairy Road to Kerry Forest Parkway	62	56,500	52,000	51,500	51,500	52,500	
Kerry Forest Parkway to Bradfordville Road	61	42,000	41,500	41,000	41,500	41,500	
Thornton Road							
Mahan Drive to Miccosukee Road	67	3,000	2,400	2,400	2,400	2,400	
Miccosukee Road to Welaunee Boulevard	401						750
Velda Dairy Road							
Thomasville Road to Kerry Forest Parkway	71	2,900	2,800	3,000	2,800	2,500	
Kerry Forest Parkway to Kimmer Rowe Drive	72	3,800	3,900	4,000	3,800	3,800	
Kimmer Rowe Drive to Bradfordville Road	73	3,000	3,100	3,200	3,100	3,100	
Welaunee Boulevard							
Centerville Road to Fleischmann Road	68	13,500	16,500	12,000	15,000	14,500	
Fleischmann Road to Dempsey Mayo Road	1001		11,500	5,600	10,000	5,700	
Dempsey Mayo Road to Edenfield Road	1002		7,300	1,300	7,400	4,100	
Edenfield Road to Thornton Road	1003		6,900	750	6,700	750	
Thornton Road to Gardenview Way	1004						
Gardenview Way to Shamrock Street	1008						
Shamrock Street to McLaughlin Drive	1014						
McLaughlin Drive to Pimlico Drive	1011						
Pimlico Drive to Bradfordville Road	1015						
Sum of Green Segments (Decreases or No Change)			58	46	58	54	
Sum of Yellow Segments (Increases)			19	31	19	23	

PRIMARY

Future Traffic Pattern Changes Evaluation Matrix for Interim Year 2035							
Roadway and Limits	Segment ID	2035 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Arendell Way							
Miccosukee Road to Mahan Drive	1	7,100	7,900	7,500	7,600	7,000	
Bradfordville Road							
Thomasville Road to Pigsah Church Road	3	11,500	12,500	11,000	12,500	11,500	
Pigsah Church Road to Centerville Road	2	11,000	12,500	11,000	13,000	11,000	
Capital Circle NE							
Mahan Drive to Miccosukee Road	5	59,500	63,500	64,000	63,500	65,000	
Miccosukee Road to Centerville Road	4	64,500	66,000	65,500	65,500	69,000	
Centerville Road to Lonnbladh Road	8	71,000	68,500	70,000	70,000	72,000	
Lonnbladh Road to Hermitage Boulevard	6	70,000	68,500	69,000	69,000	70,000	
Hermitage Boulevard to Thomasville Road	7	60,500	57,500	58,000	56,500	59,500	
Centerville Road							
Capital Circle NE to Welaunee Boulevard	9	32,500	33,000	33,000	35,500	33,500	
Welaunee Boulevard to Olson Road	10	17,500	19,000	16,500	17,000	17,500	
Olson Road to Charleston Road	14	17,500	15,000	16,000	15,000	17,500	
Charleston Road to Shamrock Street	11	17,500	13,500	17,000	13,500	17,000	
Shamrock Street to McLaughlin Drive	12	14,500	12,500	18,500	10,500	14,000	
McLaughlin Drive to Pimlico Drive	13	15,000	9,200	16,000	9,300	14,500	
Pimlico Drive to Bradfordville Road	15	14,000	7,600	15,000	8,400	13,500	
Bradfordville Road to Pigsah Church Road	74	3,600	4,600	3,500	4,600	3,000	
Clarecastle Way							
Pimlico Drive to N. Shannon Lake Drive	69	2,100	3,800	3,000	3,400	1,600	
Crump Road							
Mahan Drive to Miccosukee Road	17	7,500	6,200	6,900	6,200	7,500	
Miccosukee Road to Roberts Road	16	11,000	6,000	7,700	6,100	10,500	
Dempsey Mayo Road							
Mahan Drive to Miccosukee Road	18	5,400	5,600	5,200	5,800	4,900	
Miccosukee Road to Welaunee Boulevard	202		6,300	5,900	5,800	4,300	
Welaunee Boulevard to Centerville Road	201		7,600	10,000	8,400	9,300	
Edenfield Road							
Mahan Drive to Miccosukee Road	19	1,900	3,300	3,500	4,100	4,400	
Miccosukee Road to Welaunee Boulevard	301		3,500	3,700	4,100	5,000	
Fleischmann Road							
Miccosukee Road to Centerville Road	20	4,300	3,400	4,400	4,400	5,200	
Gardenview Way							
Shamrock Street South to Centerville Road	21	1,000	900	950	900	1,000	
Kerry Forest Parkway							
Thomasville Road to Shannon Lakes North	22	9,900	9,700	9,900	9,500	9,200	
Killarney Way							
Thomasville Road to Kilkenny Drive	25	12,500	11,500	13,000	12,000	13,000	
Kilkenny Drive to Raymond Diehl Road	23	12,500	11,500	11,500	12,000	13,000	
Raymond Diehl Road to Shamrock Street South	24	19,000	17,500	18,500	17,500	20,000	
Lonnbladh Road							
Capital Circle NE to Olson Road	26	5,800	6,300	6,900	6,400	6,300	
Mahan Drive							
Capital Circle NE to Dempsey Mayo Road	27	54,000	53,500	55,000	55,000	56,500	
Dempsey Mayo Road to Edenfield Road	28	33,000	26,500	27,000	27,000	27,500	
Edenfield Road to Arendell Way	29	34,000	29,500	30,500	30,500	31,000	
Arendell Way to Thornton Road	30	25,500	23,000	23,500	23,000	24,000	
Thornton Road to Summit Lake Drive	31	25,500	24,500	25,500	24,500	24,000	
Summit Lake Drive to Crump Road	32	16,000	15,000	15,500	15,000	16,000	
McLaughlin Drive							
Shamrock Street North to E. Shannon Lakes Drive	34	3,200	2,400	3,400	2,300	2,700	
E. Shannon Lakes Drive to Centerville Road	33	3,200	5,800	4,600	5,800	2,800	
Miccosukee Road							
Capital Circle NE to Fleischmann Road	36	10,500	13,000	12,500	10,000	13,000	
Fleischmann Road to Dempsey Mayo Road	37	12,500	13,000	12,500	13,000	13,500	
Dempsey Mayo Road to Edenfield Road	38	15,500	10,000	9,400	10,000	11,000	
Edenfield Road to Arendell Way	39	10,500	7,400	7,200	7,400	9,100	
Arendell Way to Thornton Road	40	5,600	5,400	5,000	4,700	5,200	
Thornton Road to Crump Road	35	6,400	4,500	4,100	4,400	6,900	
Miles Johnson Road							
Miccosukee Road to Crump Road	76	550	550	550	550	550	
Olson Road							
Centerville Road to Lonnbladh Road	42	8,900	8,600	10,500	9,000	9,700	
Lonnbladh Road to Raymond Diehl Road	41	9,400	9,900	8,100	9,700	9,800	
Pimlico Drive							
Clarecastle Way to Santa Anita Drive	70	1,500	2,200	1,800	2,200	1,200	
Santa Anita Drive to Centerville Road	43	700	400	400	800	550	
Centerville Road to Welaunee Boulevard	801		1,100		1,100		
Pigsah Church Road							
Bradfordville Road to Centerville Road	77	3,500	3,500	3,500	3,500	3,500	

PRIMARY

PRIMARY

PRIMARY

Future Traffic Pattern Changes Evaluation Matrix for Interim Year 2035							
Roadway and Limits	Segment ID	2035 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Proctor Road							
Crump Road to Centerville Road	78	1,200	1,100	1,300	1,100	1,700	
Raymond Diehl Road							
Capital Circle NE to Village Square Boulevard	45	17,000	16,500	17,000	17,000	18,000	
Village Square Boulevard to Delaney Drive	46	14,000	12,500	13,000	13,000	14,500	
Delaney Drive to Olson Road	44	5,100	4,100	5,000	3,900	4,600	
Olson Road to Killarney Way	47	9,400	8,300	9,000	8,300	9,800	
Roberts Road							
Centerville Road to Realignment	48	10,500		5,700		9,600	
Realignment of Roberts Road	901		6,200		6,300		
Realignment to Crump Road	49	9,100	4,400	7,500	4,500	8,000	
Shamrock Street							
W. Shannon Lakes Drive to McLaughlin Drive (North)	50	1,100	1,200	1,200	1,200	1,100	
McLaughlin Drive to Shamrock Street South (East)	51	4,900	4,700	5,700	4,100	4,600	
Killarney Way to W. Shannon Lakes Drive (West)	52	9,100	8,900	9,700	9,300	10,000	
Killarney Way to Gardenview Way (South)	54	8,600	7,500	8,100	7,100	8,600	
Gardenview Way to Shamrock Street East (South)	53	6,900	6,300	6,700	5,600	6,800	
Shamrock Street East to Centerville Road (South)	55	11,500	11,500	12,500	10,000	11,000	
Centerville Road to Welaunee Boulevard (Extension)	601		4,800	7,600			
Shannon Lakes Drive							
Kerry Forest Parkway to McLaughlin Drive (North)	56	4,400	5,700	6,000	5,300	3,900	
Shamrock Street North to Kerry Forest Parkway (West)	57	7,300	6,800	7,700	7,200	7,600	
Thomasville Road							
Hermitage Boulevard to Metropolitan Boulevard	60	39,500	39,500	40,000	39,000	39,000	
Metropolitan Boulevard to I-10 Westbound Ramp	59	48,500	44,000	39,500	44,500	43,500	
I-10 Westbound Ramp to Killearn Center Boulevard	65	61,000	59,000	57,000	59,000	59,000	
Killearn Center Boulevard to Village Square Boulevard	66	53,500	51,500	53,000	51,500	51,000	
Village Square Boulevard to Killarney Way	64	74,000	71,500	73,000	71,500	73,500	
Killarney Way to High Grove Road	58	66,000	64,000	65,000	63,500	65,500	
High Grove Road to Velda Dairy Road	63	62,000	59,000	59,000	58,500	60,000	
Velda Dairy Road to Kerry Forest Parkway	62	57,500	52,500	52,500	52,000	52,500	
Kerry Forest Parkway to Bradfordville Road	61	42,500	41,500	41,500	41,000	41,500	
Thornton Road							
Mahan Drive to Miccosukee Road	67	6,900	8,000	8,300	8,500	5,400	
Miccosukee Road to Welaunee Boulevard	401		8,700	7,700	7,200	2,400	
Velda Dairy Road							
Thomasville Road to Kerry Forest Parkway	71	3,100	2,800	2,700	2,700	3,200	
Kerry Forest Parkway to Kimmer Rowe Drive	72	4,300	4,300	4,700	4,100	4,200	
Kimmer Rowe Drive to Bradfordville Road	73	3,600	3,200	3,900	3,300	3,500	
Welaunee Boulevard							
Centerville Road to Fleischmann Road	68	18,000	21,500	21,500	23,500	19,500	
Fleischmann Road to Dempsey Mayo Road	1001		18,000	18,000	19,500	13,000	
Dempsey Mayo Road to Edenfield Road	1002		15,000	9,900	17,500	9,600	
Edenfield Road to Thornton Road	1003		12,000	6,100	13,500	4,000	
Thornton Road to Gardenview Way	1004		17,000	8,900	15,500		
Gardenview Way to Shamrock Street	1008		15,500	7,500	14,000		
Shamrock Street to McLaughlin Drive	1014		11,000		14,000		
McLaughlin Drive to Pimlico Drive	1011		11,000		14,000		
Pimlico Drive to Bradfordville Road	1015		14,500		16,000		
Sum of Green Segments (Decreases or No Change)			56	47	53	53	
Sum of Yellow Segments (Increases)			21	30	24	24	

PRIMARY

Future Traffic Pattern Changes Evaluation Matrix for Design Year 2045							
Roadway and Limits	Segment ID	2045 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Arendell Way							
Miccosukee Road to Mahan Drive	1	10,000	10,000	9,700	9,900	9,500	
Bradfordville Road							
Thomasville Road to Pigsah Church Road	3	14,500	15,500	14,500	15,500	14,500	
Pigsah Church Road to Centerville Road	2	13,000	16,000	14,000	16,000	9,400	
Capital Circle NE							
Mahan Drive to Miccosukee Road	5	66,000	73,500	74,000	71,500	73,000	
Miccosukee Road to Centerville Road	4	72,500	78,500	78,500	78,000	73,500	
Centerville Road to Lonnbladh Road	8	77,000	71,000	72,500	73,000	77,000	
Lonnbladh Road to Hermitage Boulevard	6	76,500	71,000	73,000	73,500	77,500	
Hermitage Boulevard to Thomasville Road	7	63,000	60,000	61,000	61,000	64,500	
Centerville Road							
Capital Circle NE to Welaunee Boulevard	9	38,000	40,500	42,000	46,500	39,000	
Welaunee Boulevard to Olson Road	10	17,000	18,000	19,500	20,500	19,000	
Olson Road to Charleston Road	14	21,500	17,000	18,500	20,000	21,500	
Charleston Road to Shamrock Street	11	20,000	15,500	17,000	16,500	21,000	
Shamrock Street to McLaughlin Drive	12	15,500	14,000	20,000	12,500	15,000	
McLaughlin Drive to Pimlico Drive	13	17,000	10,500	17,500	13,000	15,000	
Pimlico Drive to Bradfordville Road	15	17,000	9,500	17,000	13,000	15,000	
Bradfordville Road to Pigsah Church Road	74	3,600	4,500	3,400	4,500	2,700	
Clarecastle Way							
Pimlico Drive to N. Shannon Lake Drive	69	900	3,000	1,900	2,000	1,000	
Crump Road							
Mahan Drive to Miccosukee Road	17	11,000	6,700	9,200	9,200	11,000	
Miccosukee Road to Roberts Road	16	15,500	9,000	10,500	9,300	15,000	
Dempsey Mayo Road							
Mahan Drive to Miccosukee Road	18	7,600	9,000	8,400	8,600	7,800	
Miccosukee Road to Welaunee Boulevard	202		9,600	9,000	9,100	5,900	
Welaunee Boulevard to Centerville Road	201		9,400	9,700	9,000	13,000	
Edenfield Road							
Mahan Drive to Miccosukee Road	19	4,400	5,300	5,200	5,100	5,400	
Miccosukee Road to Welaunee Boulevard	301		6,800	7,400	6,700	7,000	
Fleischmann Road							
Miccosukee Road to Centerville Road	20	6,700	5,300	5,200	5,500	6,000	
Gardenview Way							
Shamrock Street South to Centerville Road	21	3,100	1,200	1,200	1,700	3,200	
Kerry Forest Parkway							
Thomasville Road to Shannon Lakes North	22	12,000	11,500	12,000	11,500	11,500	
Killarney Way							
Thomasville Road to Kilkenny Drive	25	13,000	13,500	13,000	12,500	14,500	
Kilkenny Drive to Raymond Diehl Road	23	13,500	13,500	13,000	12,000	15,000	
Raymond Diehl Road to Shamrock Street South	24	23,500	20,500	21,000	19,500	23,500	
Lonnbladh Road							
Capital Circle NE to Olson Road	26	7,500	8,200	9,000	9,700	8,600	
Mahan Drive							
Capital Circle NE to Dempsey Mayo Road	27	60,000	59,000	57,500	58,000	58,500	
Dempsey Mayo Road to Edenfield Road	28	39,000	28,500	28,500	29,000	29,000	
Edenfield Road to Arendell Way	29	38,000	31,500	31,500	32,000	32,500	
Arendell Way to Thornton Road	30	27,500	23,500	23,000	24,000	23,500	
Thornton Road to Summit Lake Drive	31	27,000	26,500	26,000	26,500	27,000	
Summit Lake Drive to Crump Road	32	16,000	15,000	15,000	15,000	16,000	
McLaughlin Drive							
Shamrock Street North to E. Shannon Lakes Drive	34	3,500	2,400	4,500	2,800	3,700	
E. Shannon Lakes Drive to Centerville Road	33	4,100	6,600	5,100	6,400	3,700	
Miccosukee Road							
Capital Circle NE to Fleischmann Road	36	14,500	13,500	14,500	14,500	16,500	
Fleischmann Road to Dempsey Mayo Road	37	15,500	14,000	15,000	15,000	16,000	
Dempsey Mayo Road to Edenfield Road	38	19,500	12,000	13,000	13,000	15,000	
Edenfield Road to Arendell Way	39	16,000	10,000	11,000	10,500	14,000	
Arendell Way to Thornton Road	40	10,500	7,000	7,200	6,600	9,900	
Thornton Road to Crump Road	35	11,500	6,200	7,300	5,400	11,500	
Miles Johnson Road							
Miccosukee Road to Crump Road	76	600	600	600	600	600	
Olson Road							
Centerville Road to Lonnbladh Road	42	11,500	11,500	12,500	12,500	12,000	
Lonnbladh Road to Raymond Diehl Road	41	9,100	8,200	8,700	8,700	9,200	
Pimlico Drive							
Clarecastle Way to Santa Anita Drive	70	1,000	1,900	1,400	1,600	1,000	
Santa Anita Drive to Centerville Road	43	950	550	600	1,100	850	
Centerville Road to Welaunee Boulevard	801		1,400		1,400		
Pigsah Church Road							
Bradfordville Road to Centerville Road	77	4,400	4,200	4,300	4,200	4,300	

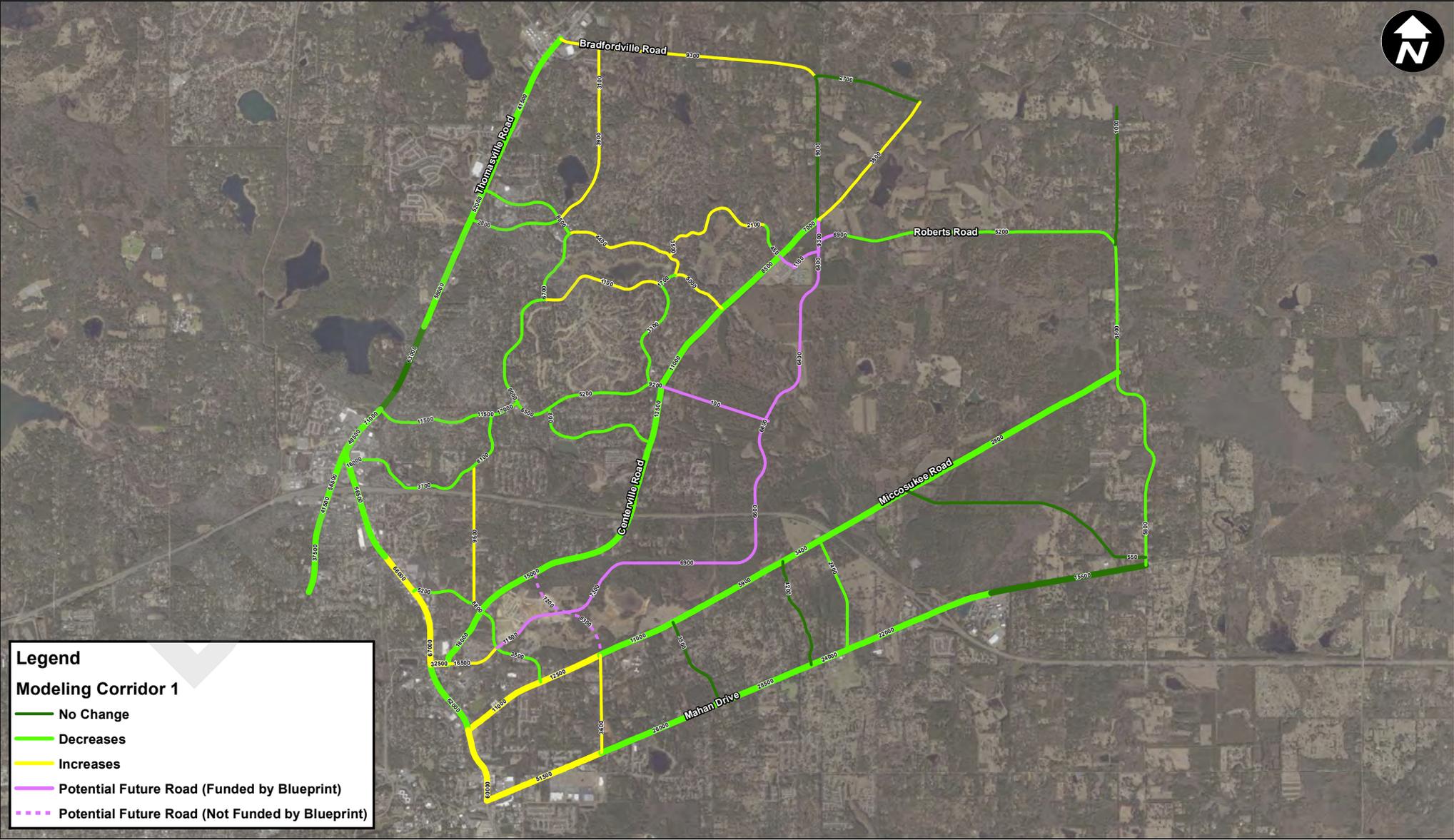
Future Traffic Pattern Changes Evaluation Matrix for Design Year 2045							
Roadway and Limits	Segment ID	2045 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Proctor Road							
<i>Crump Road to Centerville Road</i>	78	1,100	1,200	1,700	1,200	1,900	
Raymond Diehl Road							
<i>Capital Circle NE to Village Square Boulevard</i>	45	23,500	17,500	18,500	18,500	24,000	
<i>Village Square Boulevard to Delaney Drive</i>	46	16,500	14,000	14,500	14,500	16,000	
<i>Delaney Drive to Olson Road</i>	44	7,700	5,300	6,000	6,100	6,400	
<i>Olson Road to Killarney Way</i>	47	12,500	9,300	10,500	10,500	11,500	
Roberts Road							
<i>Centerville Road to Realignment</i>	48	15,500		9,700		14,000	
<i>Realignment of Roberts Road</i>	901		9,000		9,200		
<i>Realignment to Crump Road</i>	49	14,500	7,200	7,900	7,400	12,500	
Shamrock Street							
<i>W. Shannon Lakes Drive to McLaughlin Drive (North)</i>	50	1,300	1,300	1,400	1,400	1,200	
<i>McLaughlin Drive to Shamrock Street South (East)</i>	51	4,400	4,800	6,700	4,100	4,900	
<i>Killarney Way to W. Shannon Lakes Drive (West)</i>	52	9,000	8,600	9,400	9,200	8,400	
<i>Killarney Way to Gardenview Way (South)</i>	54	13,500	11,500	11,000	9,700	14,000	
<i>Gardenview Way to Shamrock Street East (South)</i>	53	9,800	9,900	9,300	7,500	9,900	
<i>Shamrock Street East to Centerville Road (South)</i>	55	12,500	15,500	16,500	11,500	13,000	
<i>Centerville Road to Welaunee Boulevard (Extension)</i>	601		11,500	15,000			
Shannon Lakes Drive							
<i>Kerry Forest Parkway to McLaughlin Drive (North)</i>	56	5,300	6,900	7,700	6,300	5,300	
<i>Shamrock Street North to Kerry Forest Parkway (West)</i>	57	7,700	7,000	7,700	7,400	6,900	
Thomasville Road							
<i>Hermitage Boulevard to Metropolitan Boulevard</i>	60	39,500	41,000	40,500	40,500	40,500	
<i>Metropolitan Boulevard to I-10 Westbound Ramp</i>	59	45,000	46,000	45,500	45,000	45,000	
<i>I-10 Westbound Ramp to Killearn Center Boulevard</i>	65	61,000	58,000	59,500	59,000	63,500	
<i>Killearn Center Boulevard to Village Square Boulevard</i>	66	51,000	51,500	52,000	52,000	52,000	
<i>Village Square Boulevard to Killarney Way</i>	64	75,000	75,000	74,500	74,000	78,000	
<i>Killarney Way to High Grove Road</i>	58	68,000	66,500	66,500	66,500	70,000	
<i>High Grove Road to Velda Dairy Road</i>	63	62,500	60,000	60,000	60,000	62,500	
<i>Velda Dairy Road to Kerry Forest Parkway</i>	62	57,000	52,500	52,000	53,000	54,000	
<i>Kerry Forest Parkway to Bradfordville Road</i>	61	43,000	41,000	41,000	41,000	42,000	
Thornton Road							
<i>Mahan Drive to Miccosukee Road</i>	67	19,000	11,000	11,000	10,500	10,000	
<i>Miccosukee Road to Welaunee Boulevard</i>	401		11,500	11,000	10,500	9,200	
Velda Dairy Road							
<i>Thomasville Road to Kerry Forest Parkway</i>	71	3,700	3,300	3,800	3,100	3,800	
<i>Kerry Forest Parkway to Kimmer Rowe Drive</i>	72	4,900	4,300	5,600	4,500	5,100	
<i>Kimmer Rowe Drive to Bradfordville Road</i>	73	4,200	3,400	4,700	3,800	4,600	
Welaunee Boulevard							
<i>Centerville Road to Fleischmann Road</i>	68	27,500	38,000	36,500	34,500	31,000	
<i>Fleischmann Road to Dempsey Mayo Road</i>	1001		35,500	33,000	32,000	28,000	
<i>Dempsey Mayo Road to Edenfield Road</i>	1002		43,500	31,500	36,500	24,000	
<i>Edenfield Road to Thornton Road</i>	1003		30,500	27,000	30,500	13,500	
<i>Thornton Road to Gardenview Way</i>	1004		30,500	25,500	28,000		
<i>Gardenview Way to Shamrock Street</i>	1008		22,500	16,500	18,000		
<i>Shamrock Street to McLaughlin Drive</i>	1014		12,000		15,000		
<i>McLaughlin Drive to Pimlico Drive</i>	1011		12,000		15,000		
<i>Pimlico Drive to Bradfordville Road</i>	1015		15,500		18,500		
Sum of Green Segments (Decreases or No Change)			54	49	55	43	
Sum of Yellow Segments (Increases)			23	28	22	34	

PRIMARY

APPENDIX G:

QUANTITATIVE EVALUATION (MAP FORM)

DRAFT



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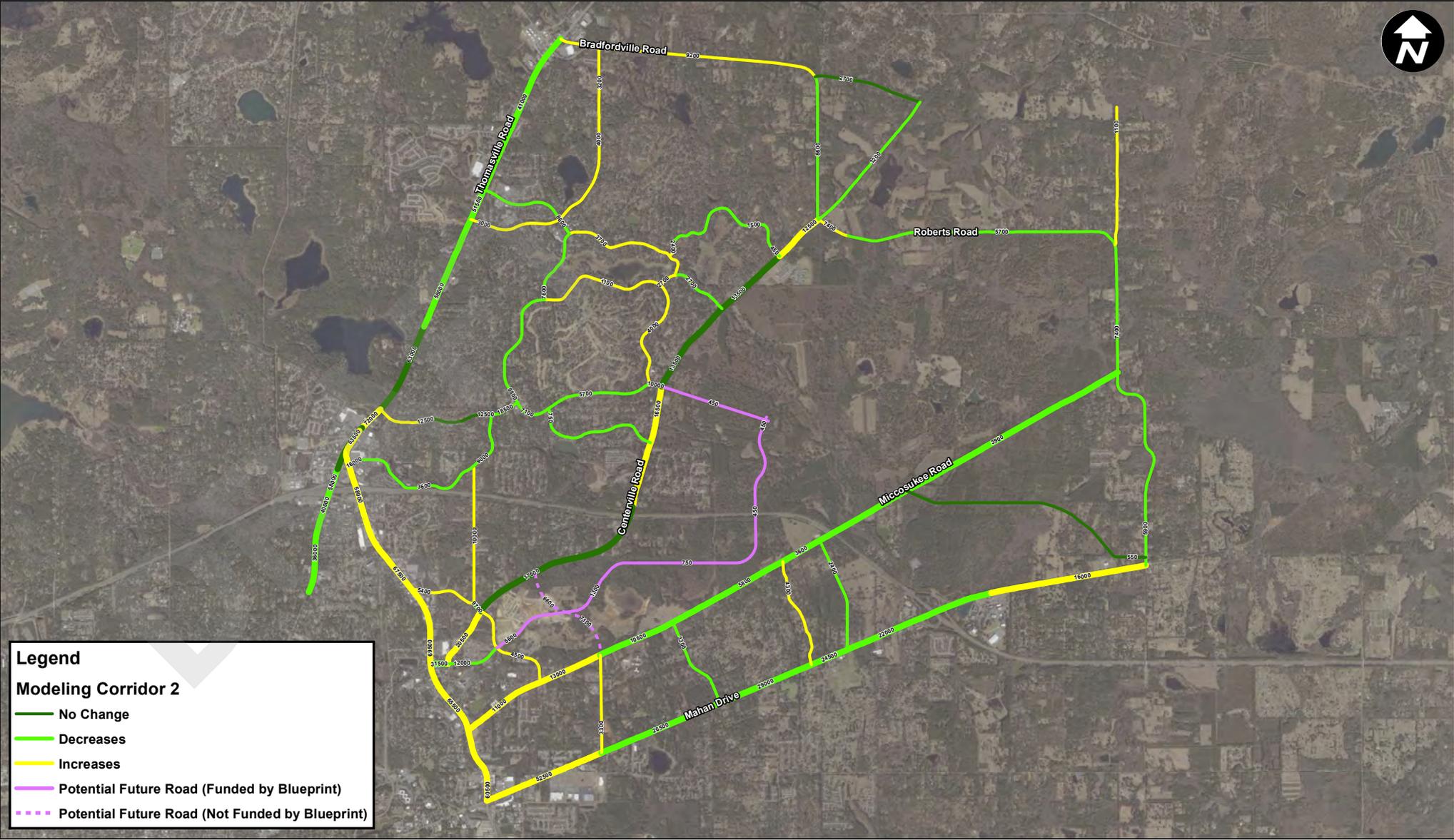
Modeling Corridor 1

- No Change
- Decreases
- Increases
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2025
Name: Corridor 1



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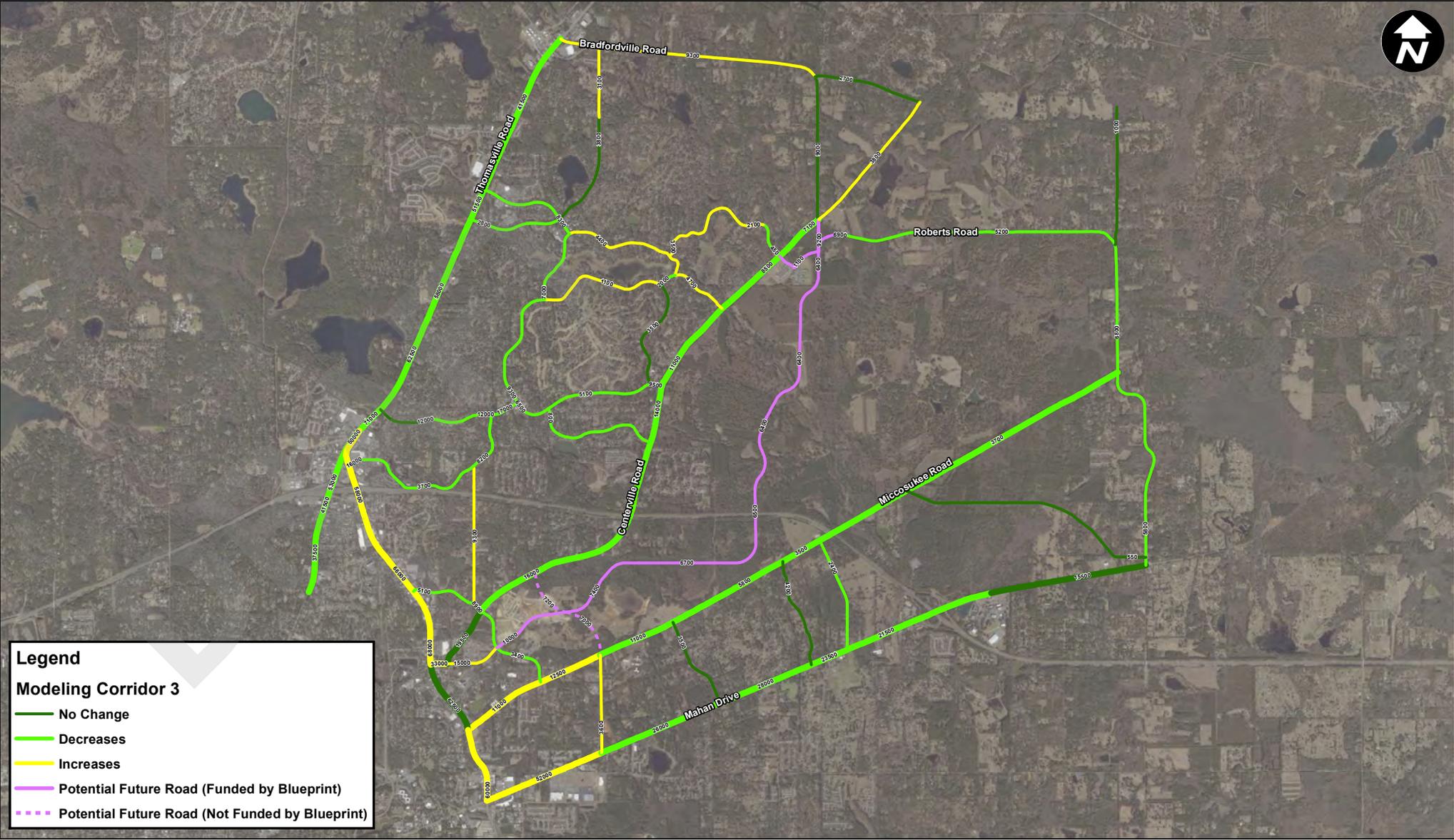
Modeling Corridor 2

- No Change
- Decreases
- Increases
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2025
Name: Corridor 2



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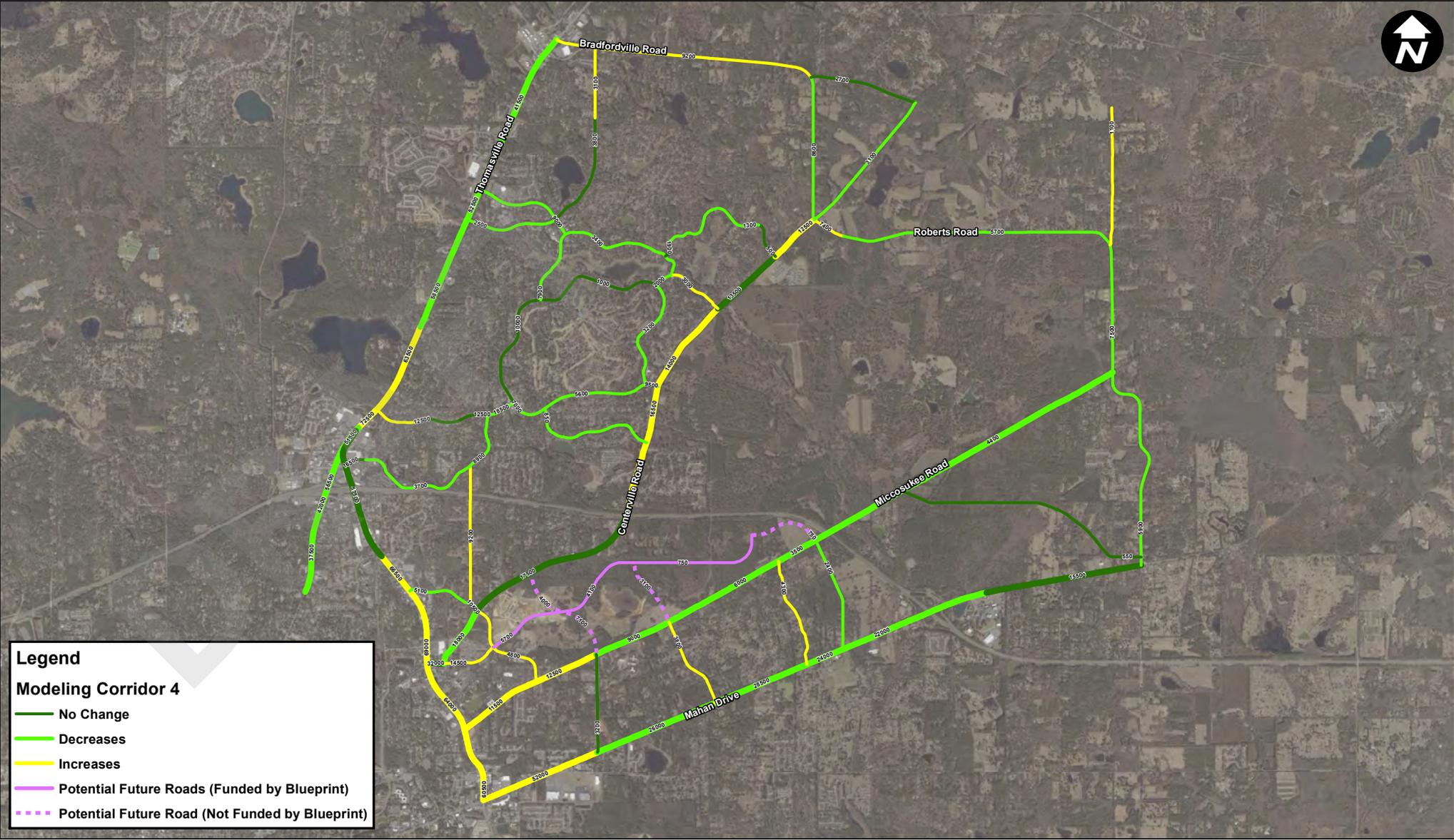
Modeling Corridor 3

- No Change
- Decreases
- Increases
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2025
Name: Corridor 3



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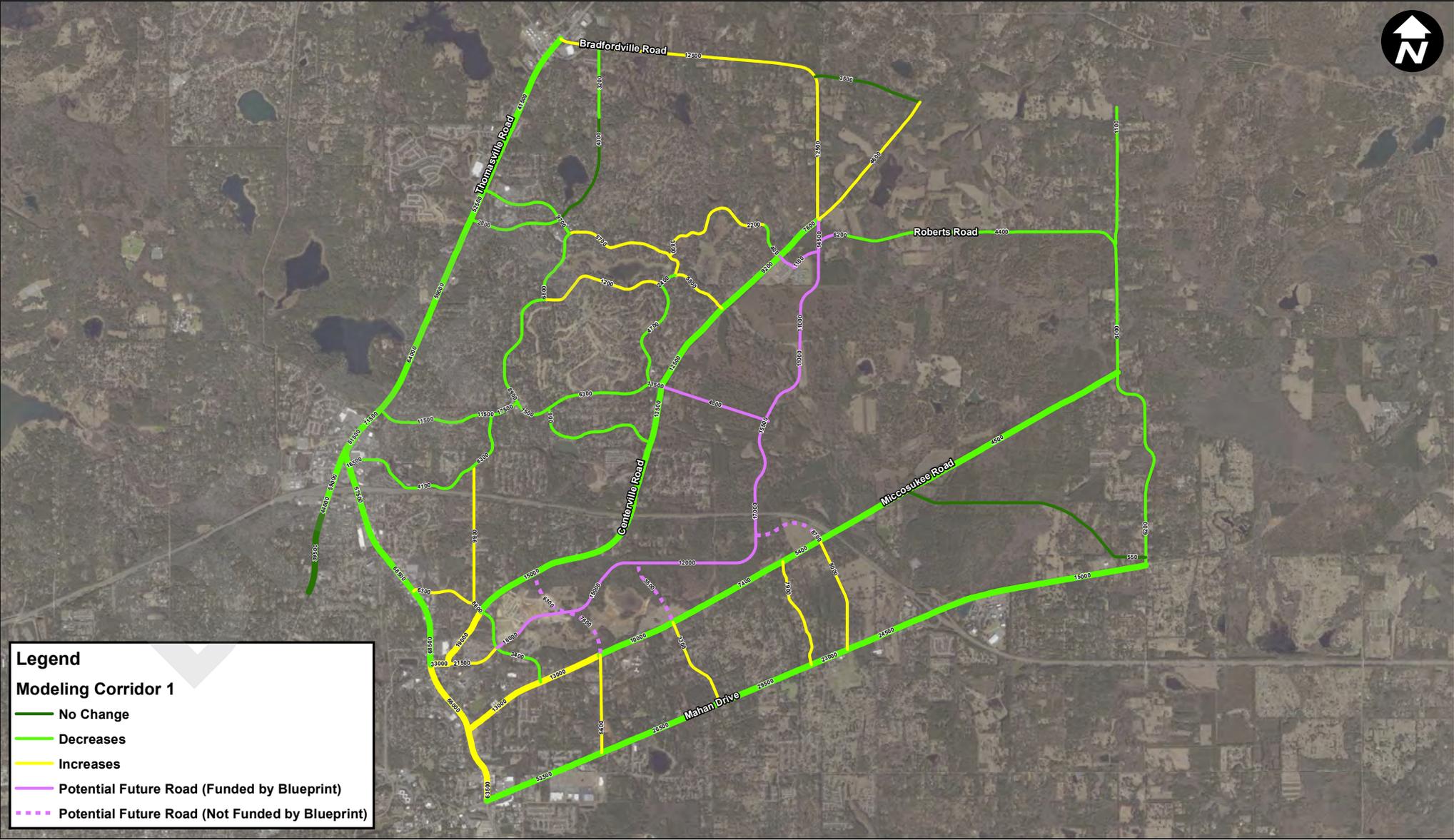
Modeling Corridor 4

- No Change
- Decreases
- Increases
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2025
Name: Corridor 4



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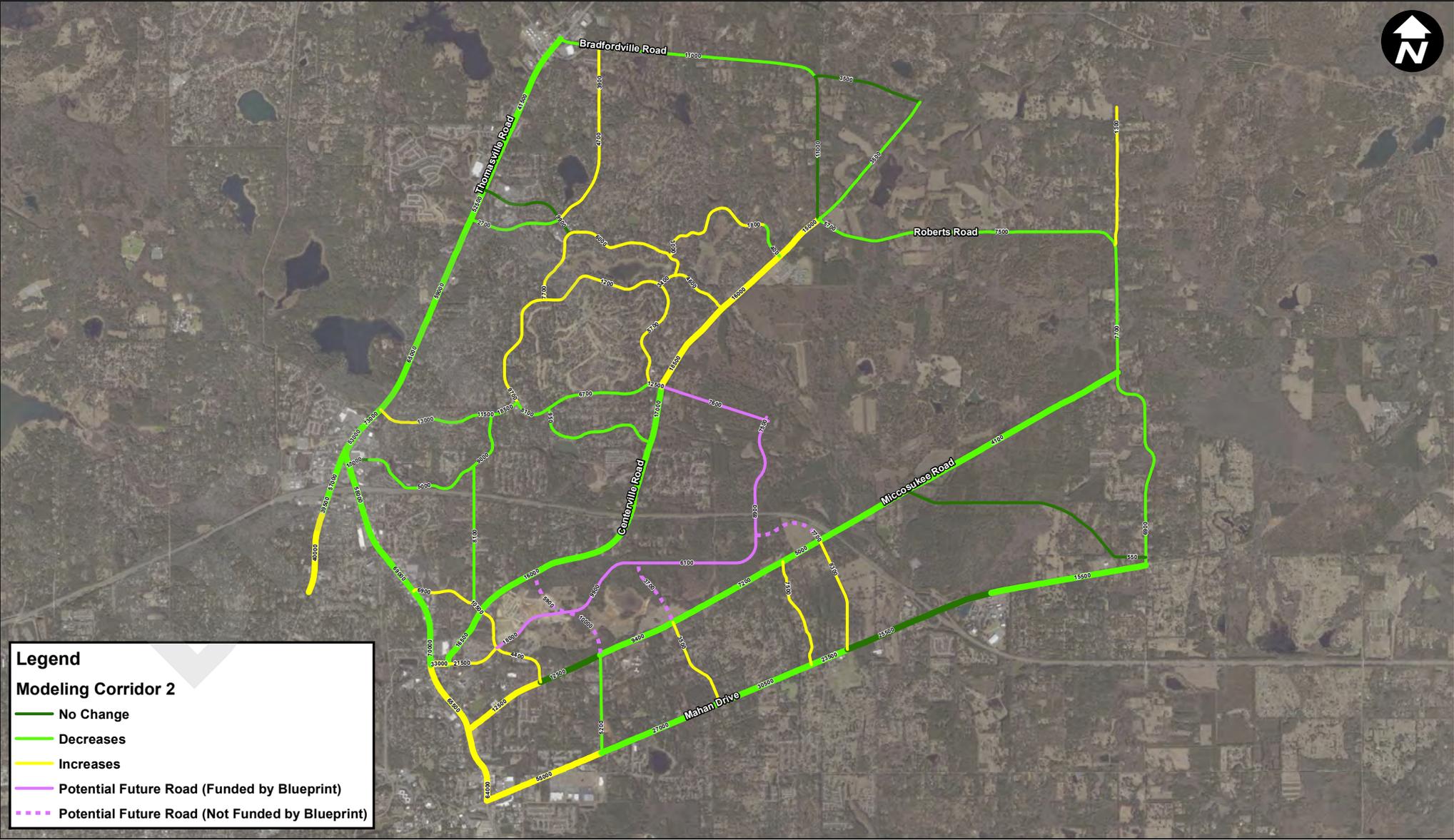
Modeling Corridor 1

- No Change
- Decreases
- Increases
- Potential Future Road (Funded by Blueprint)
- Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2035
Name: Corridor 1



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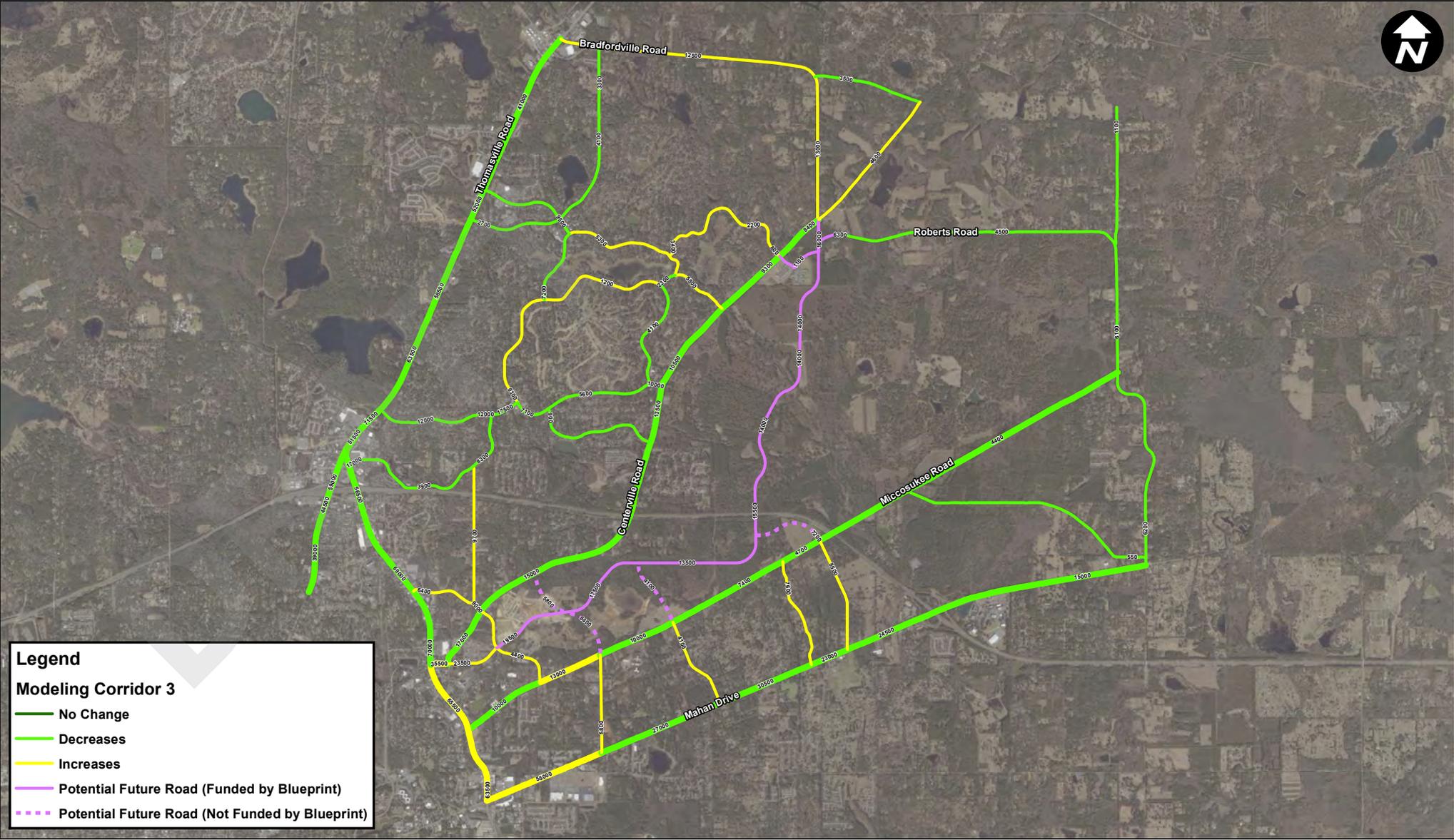
Modeling Corridor 2

- No Change
- Decreases
- Increases
- Potential Future Road (Funded by Blueprint)
- Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2035
Name: Corridor 2



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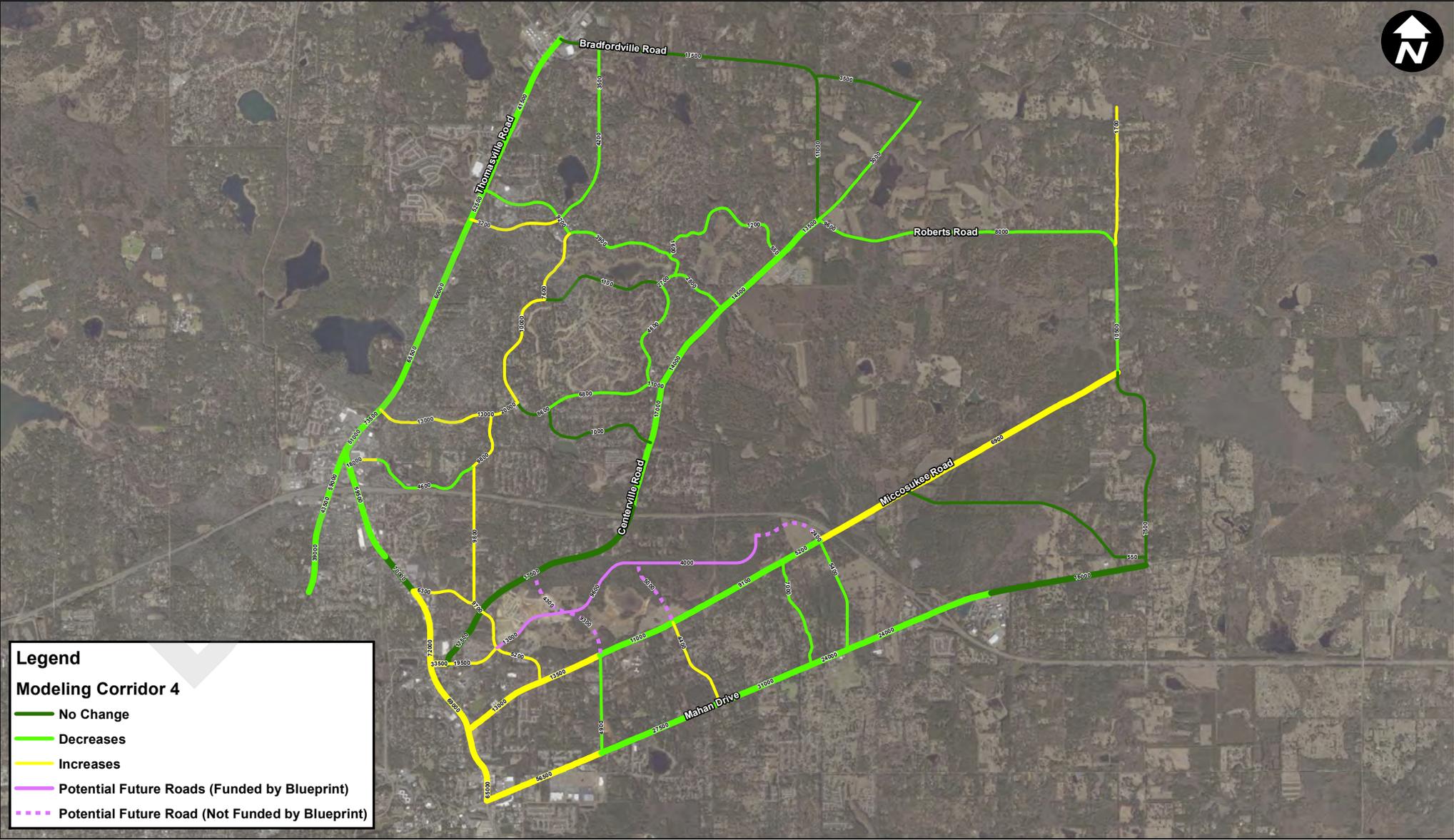
Modeling Corridor 3

- No Change
- Decreases
- Increases
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2035
Name: Corridor 3



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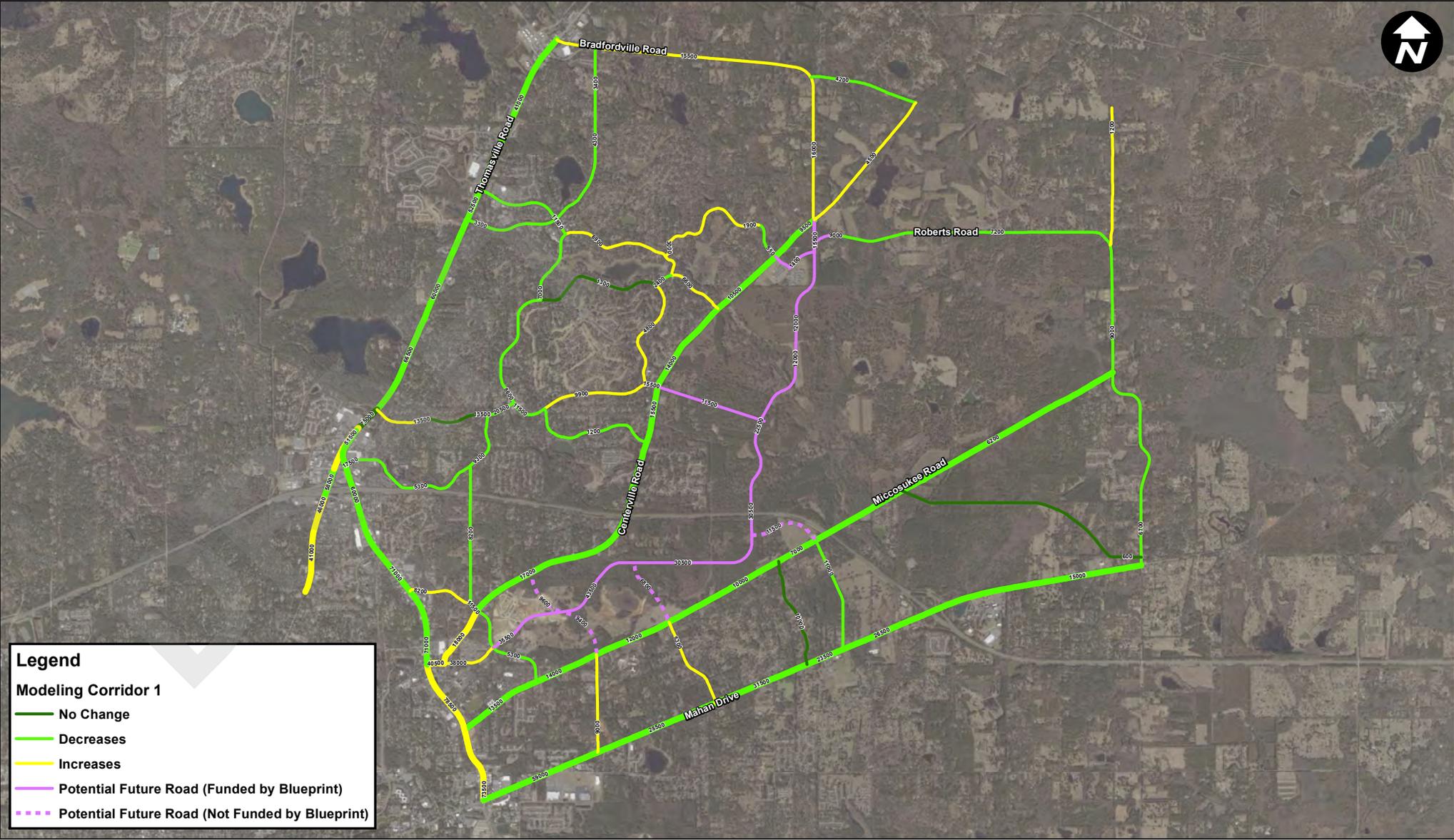
Modeling Corridor 4

- No Change
- Decreases
- Increases
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2035
Name: Corridor 4



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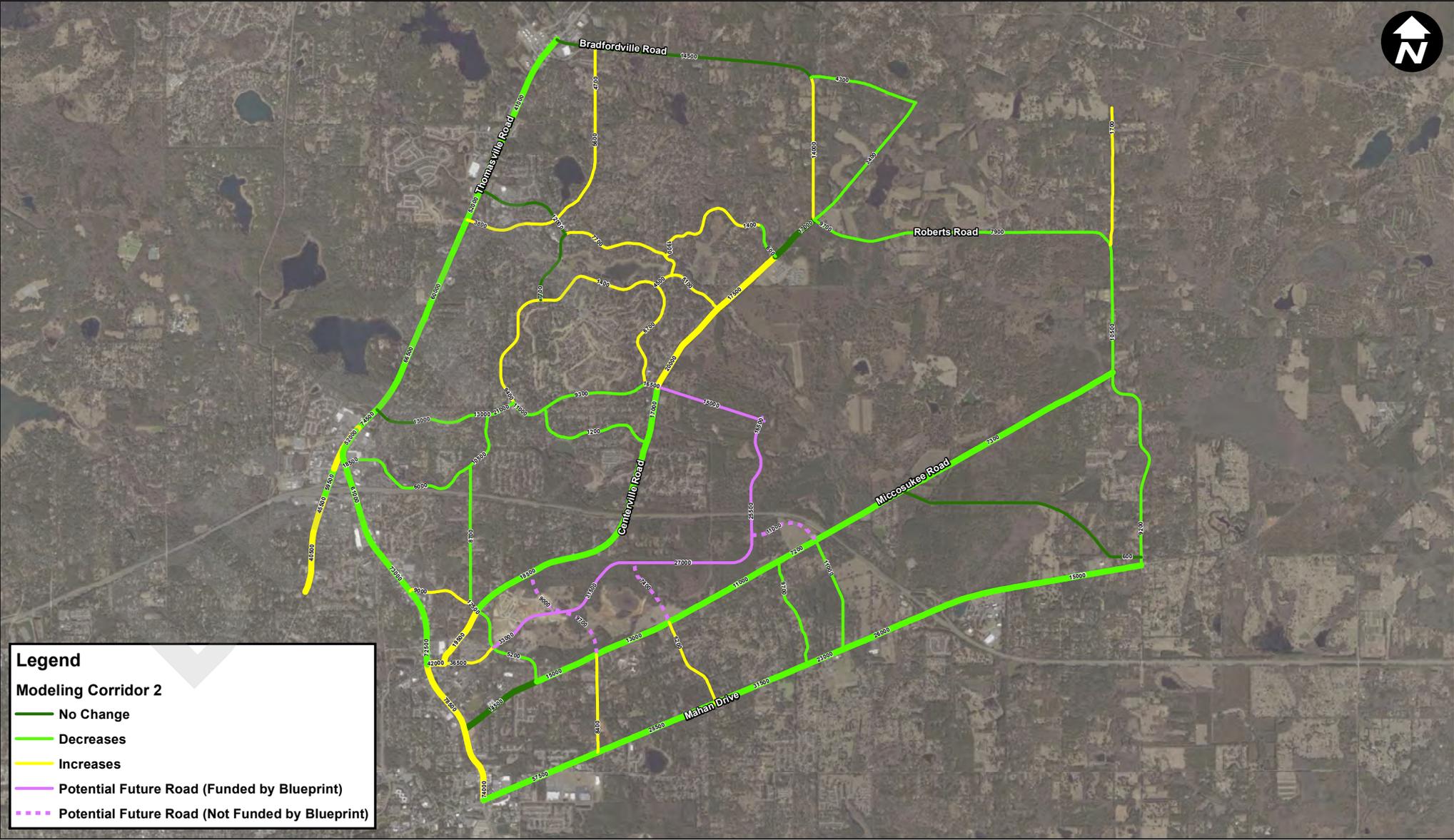
Modeling Corridor 1

- No Change
- Decreases
- Increases
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2045
Name: Corridor 1



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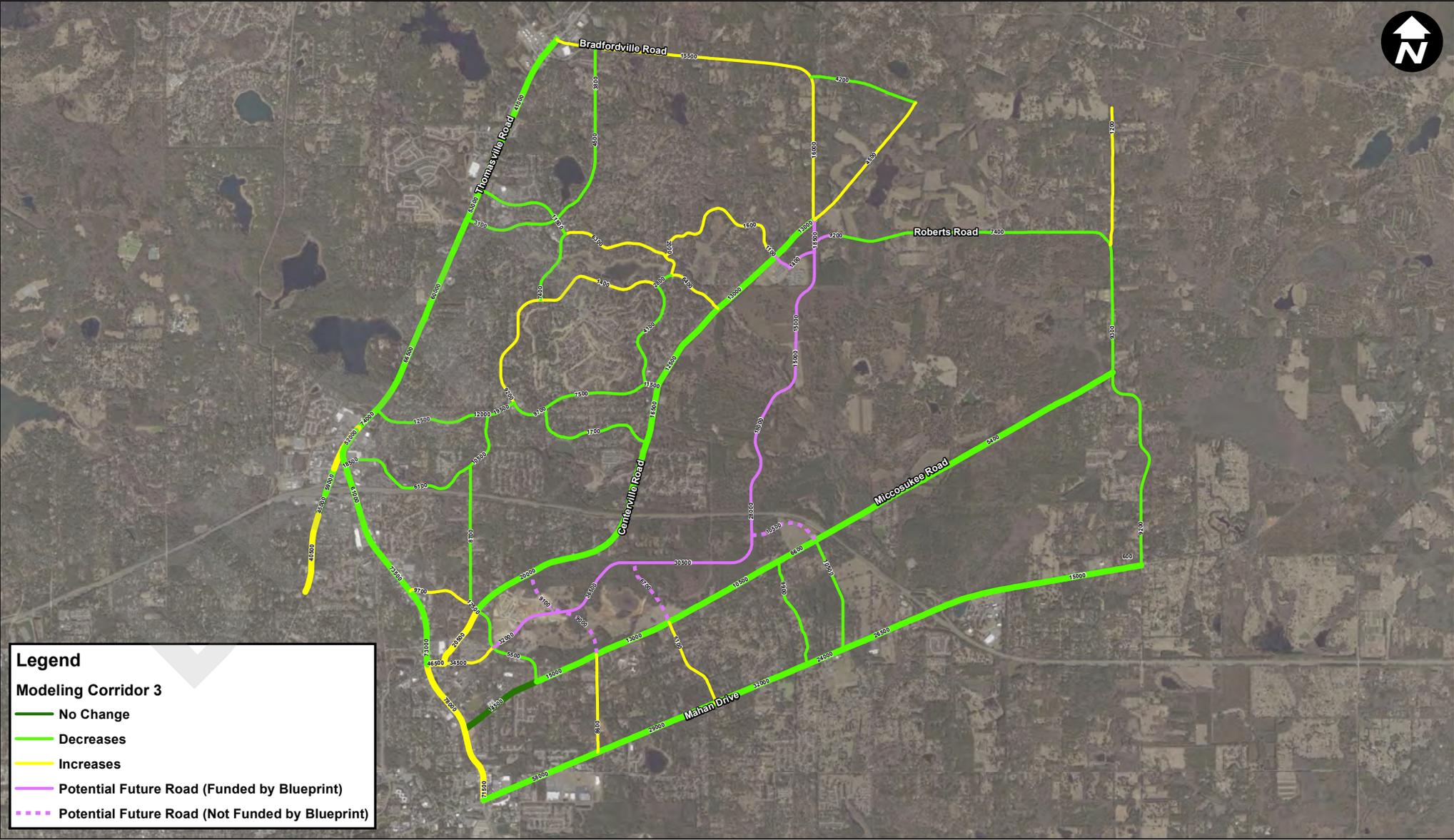
Modeling Corridor 2

- No Change
- Increases
- Decreases
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2045
Name: Corridor 2



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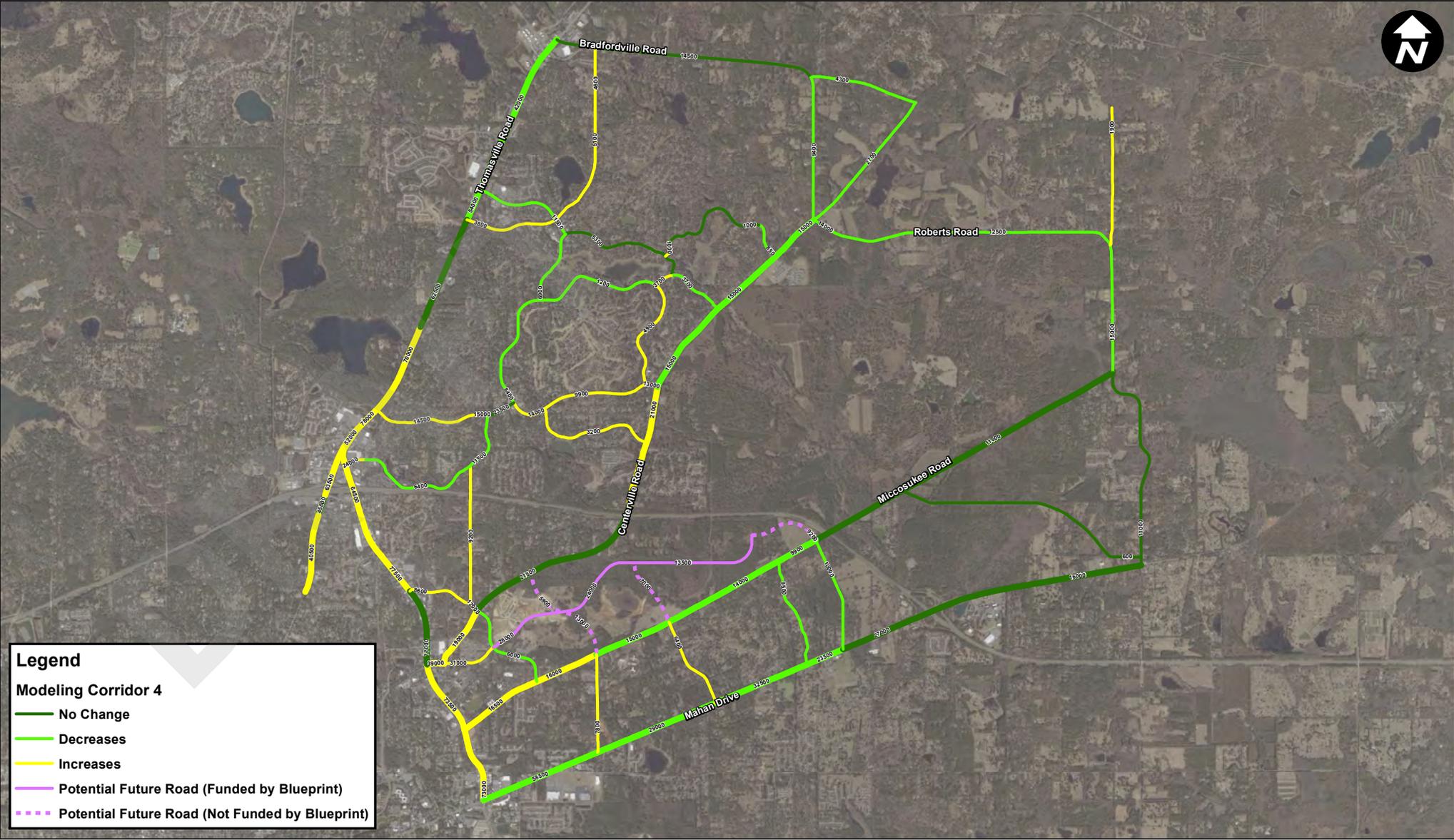
Modeling Corridor 3

- No Change
- Increases
- Decreases
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2045
Name: Corridor 3



Legend

Modeling Corridor 4

- No Change
- Decreases
- Increases
- Potential Future Road (Funded by Blueprint)
- Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

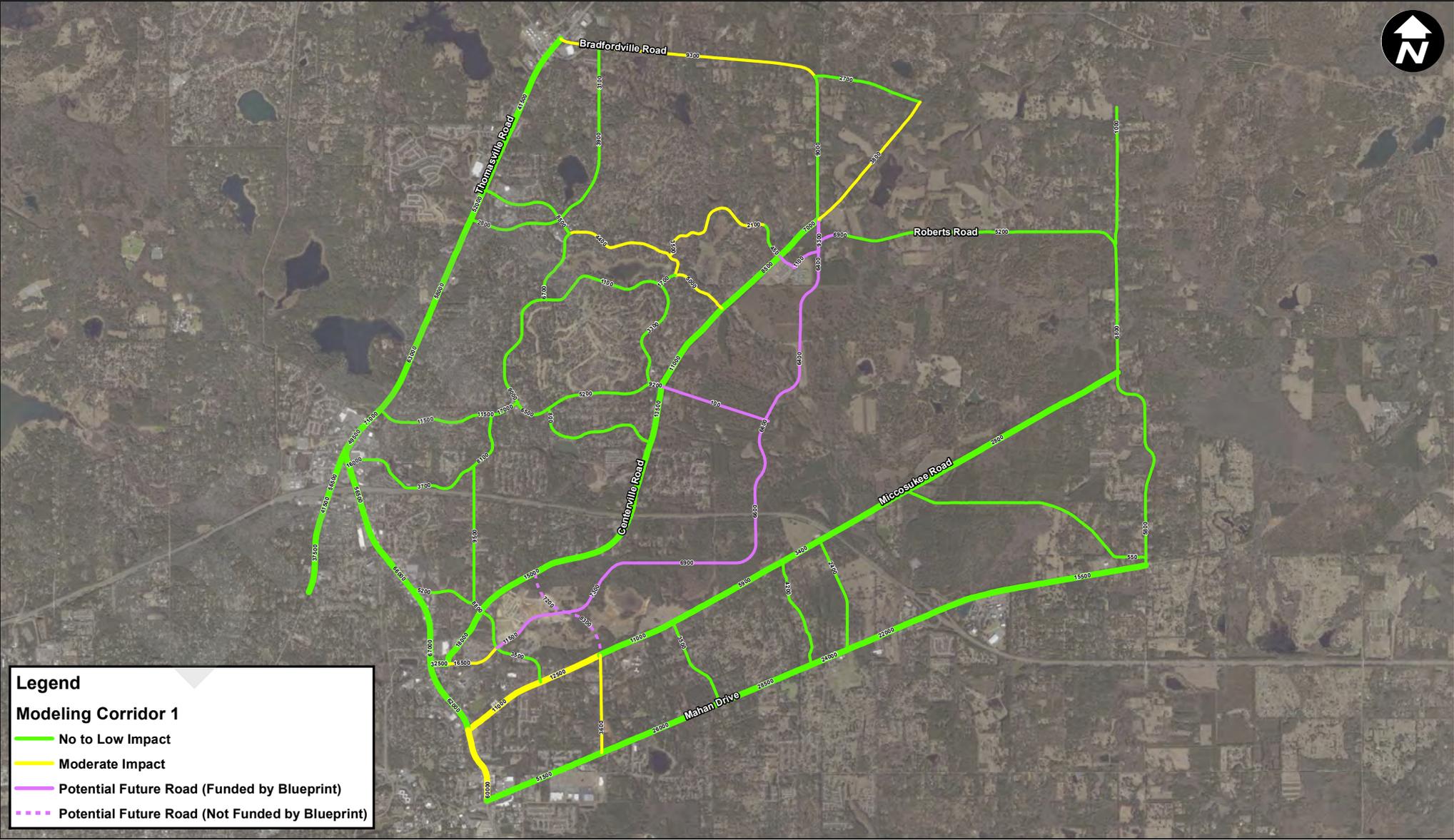
Modeling Corridors Future Traffic Pattern Changes

Modeling Information
Year: 2045
Name: Corridor 4

APPENDIX H:

QUALITATIVE EVALUATION (MAP FORM)

DRAFT



Legend

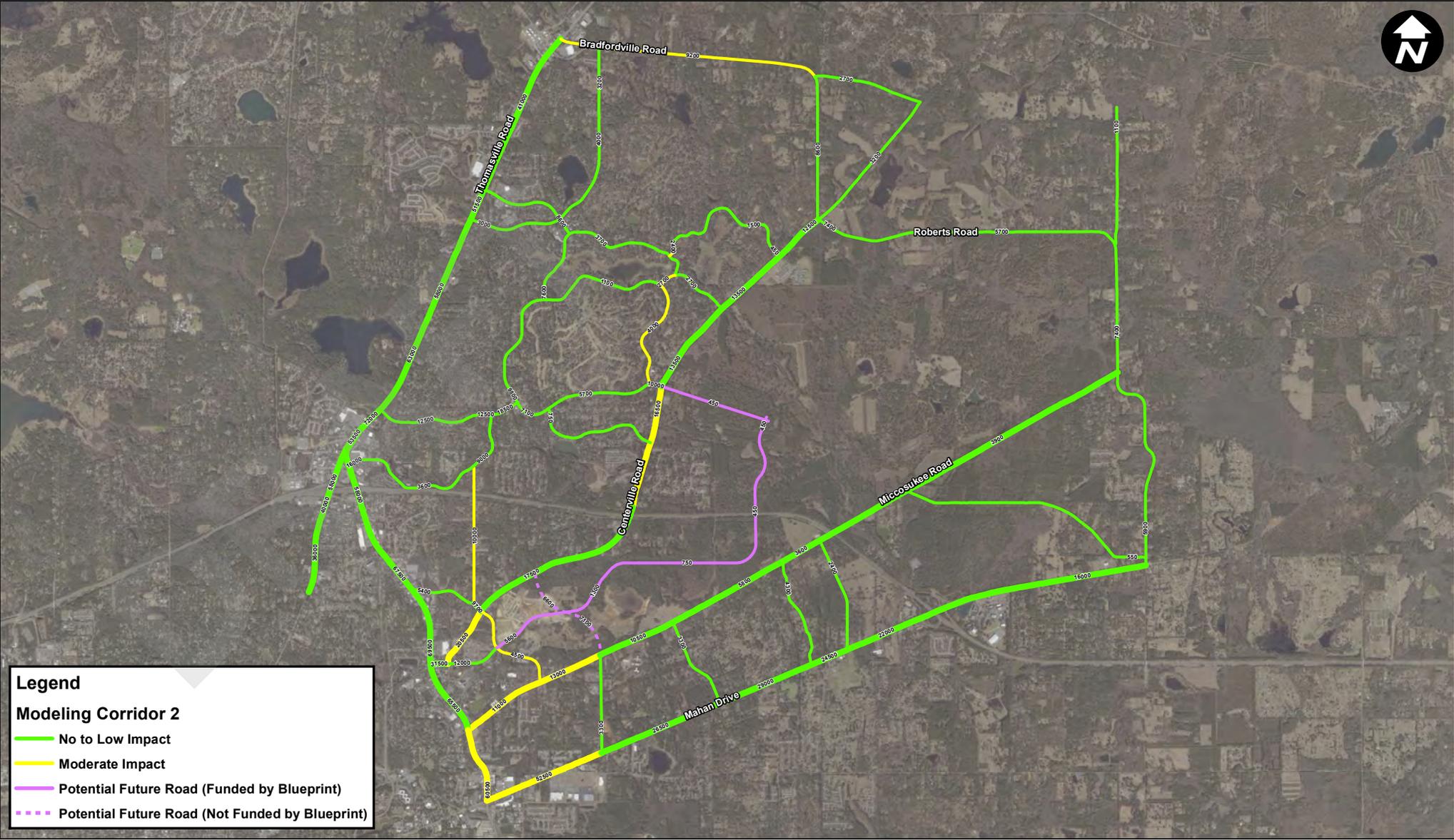
Modeling Corridor 1

- No to Low Impact
- Moderate Impact
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2025
Name: Corridor 1



Legend

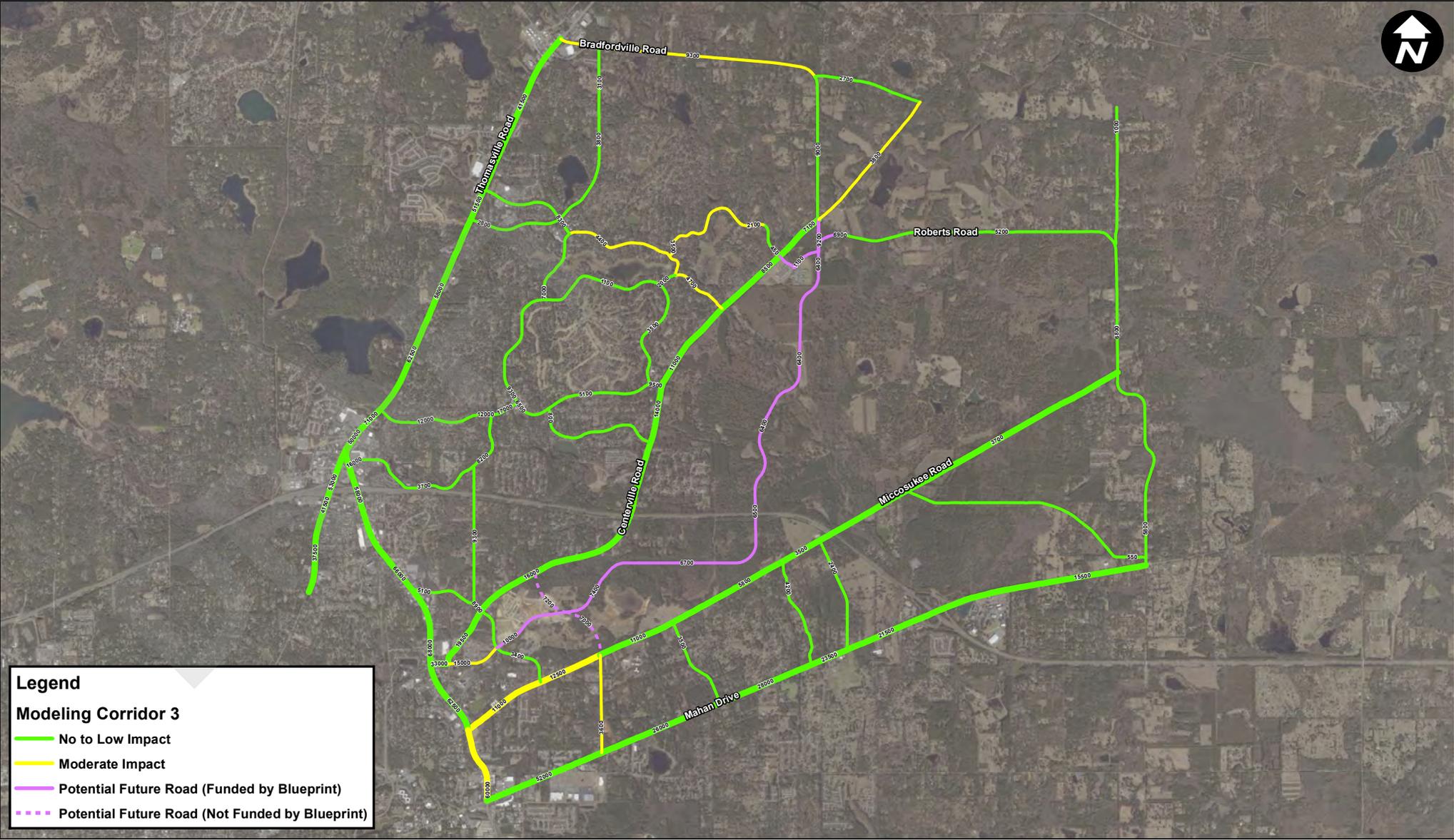
Modeling Corridor 2

- No to Low Impact
- Moderate Impact
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2025
Name: Corridor 2



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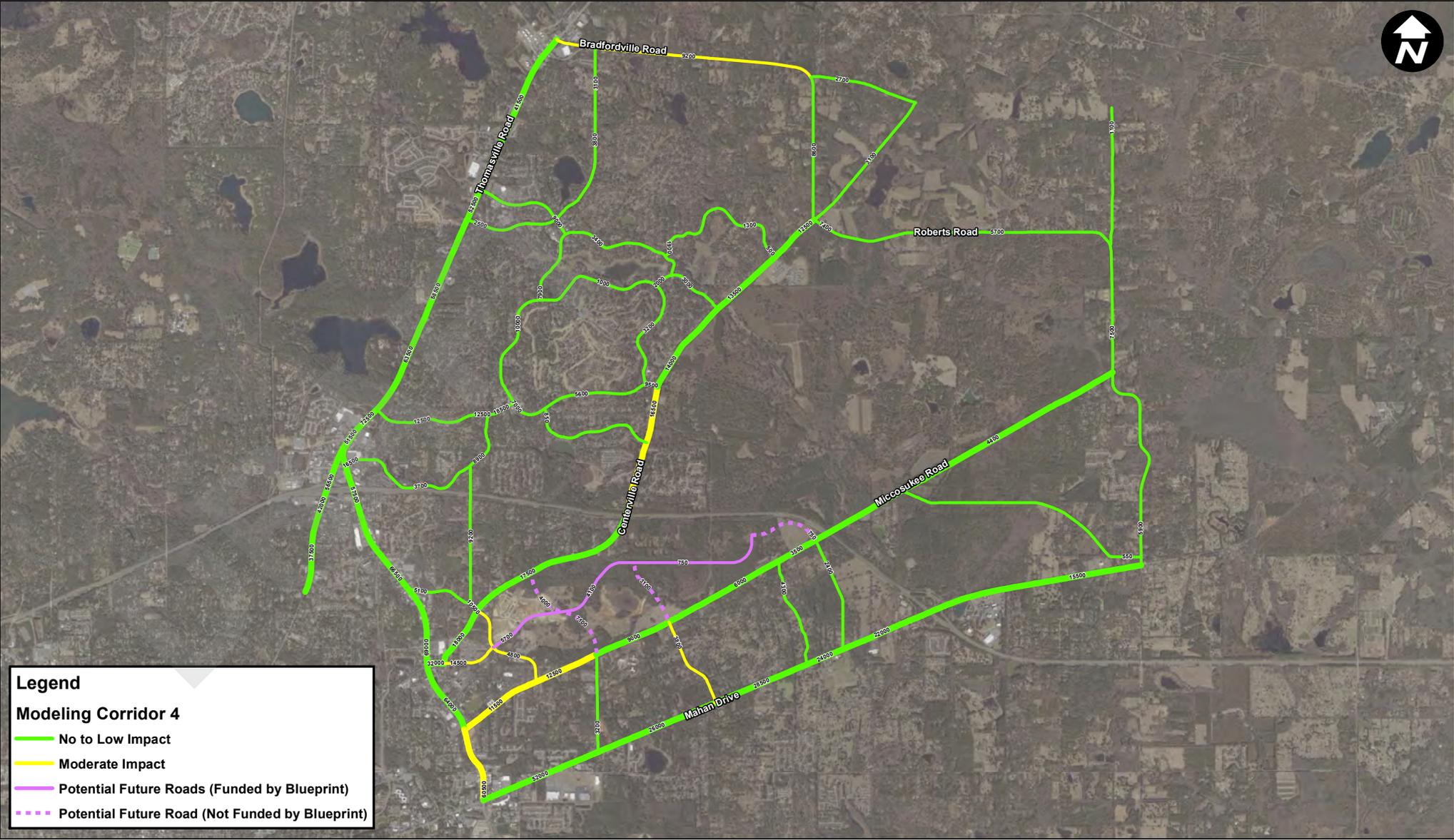
Modeling Corridor 3

- No to Low Impact
- Moderate Impact
- Potential Future Road (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2025
Name: Corridor 3



Legend

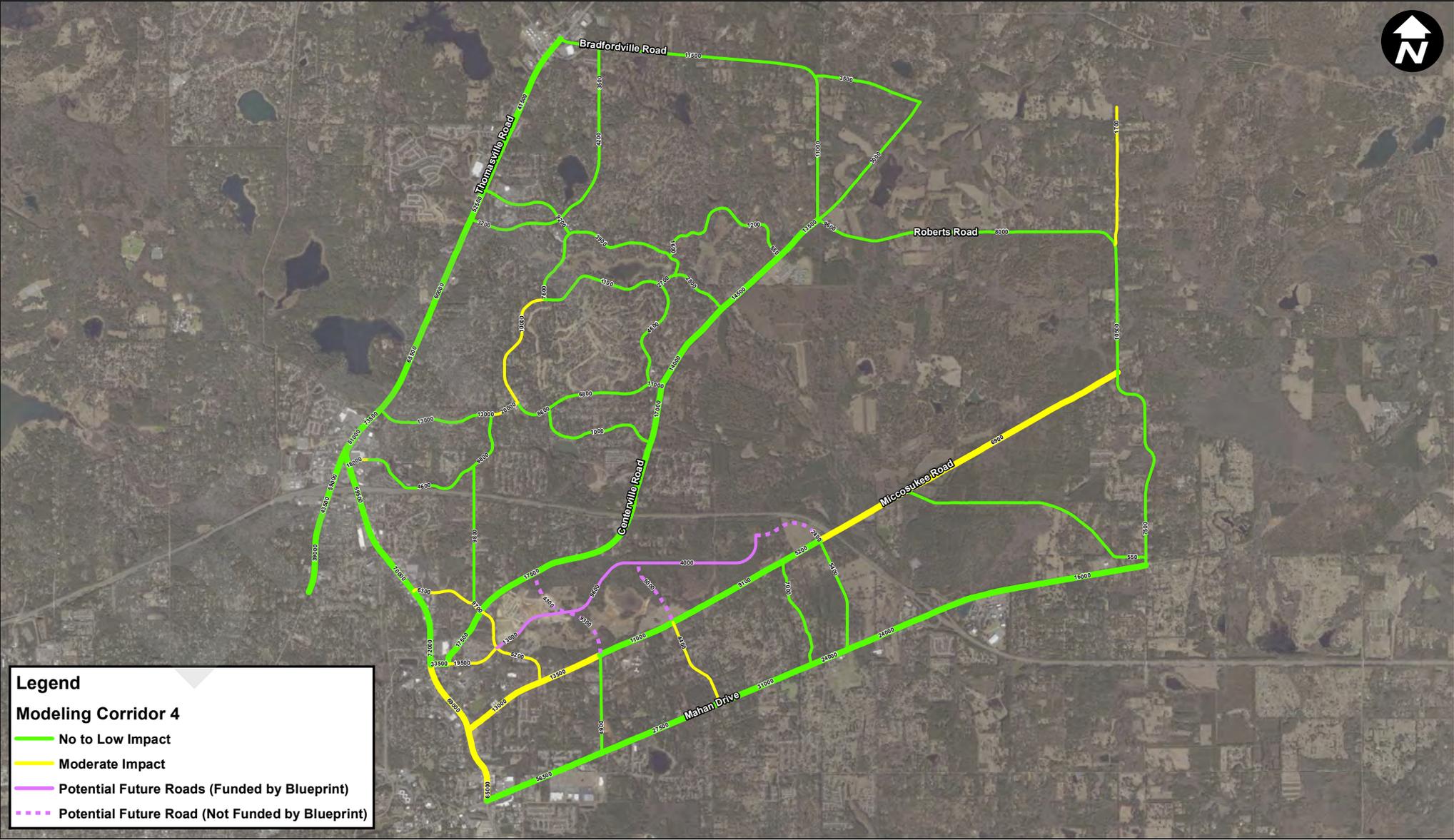
Modeling Corridor 4

- No to Low Impact
- Moderate Impact
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2025
Name: Corridor 4



Legend

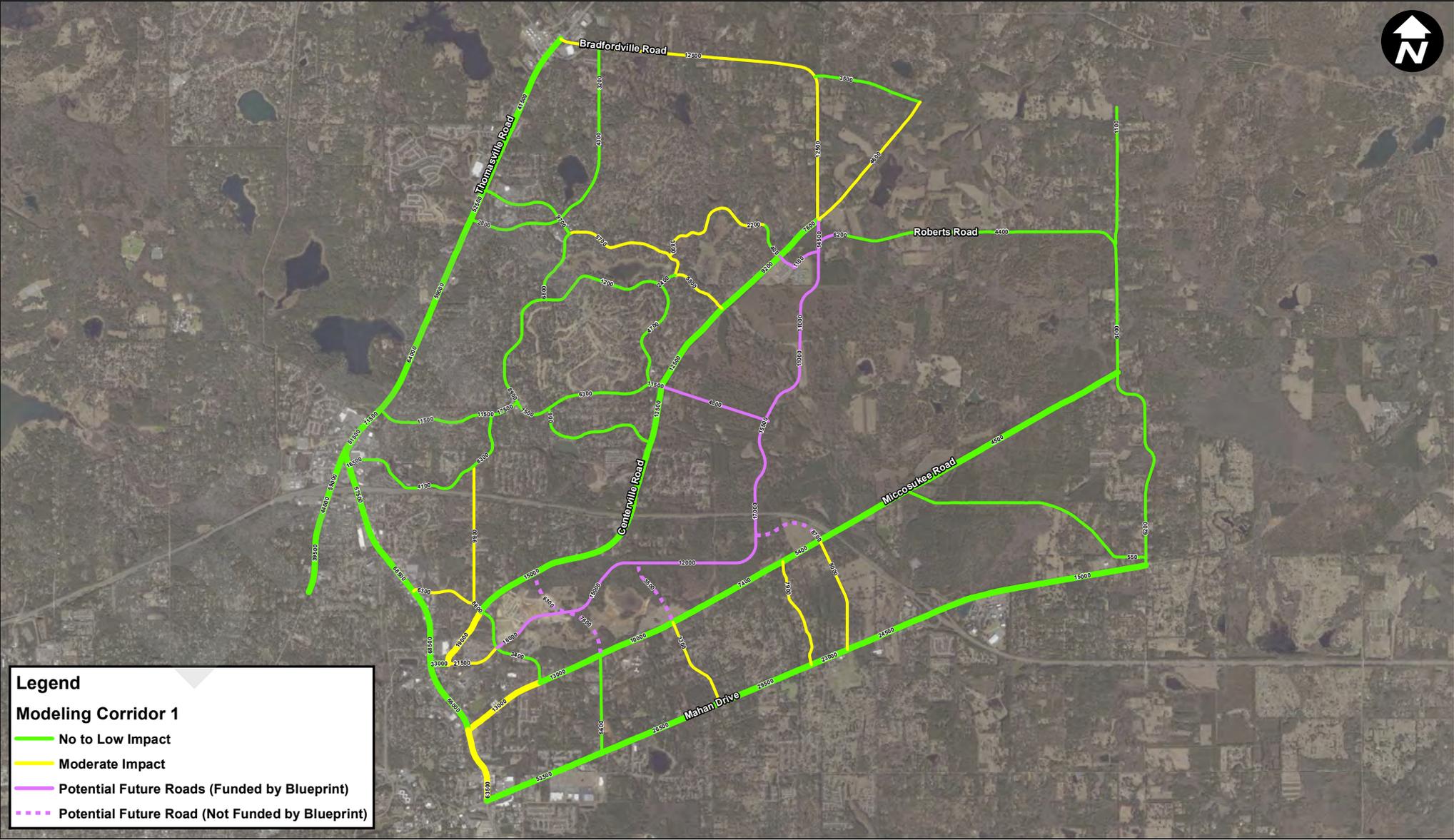
Modeling Corridor 4

- No to Low Impact
- Moderate Impact
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2035
Name: Corridor 4



Legend

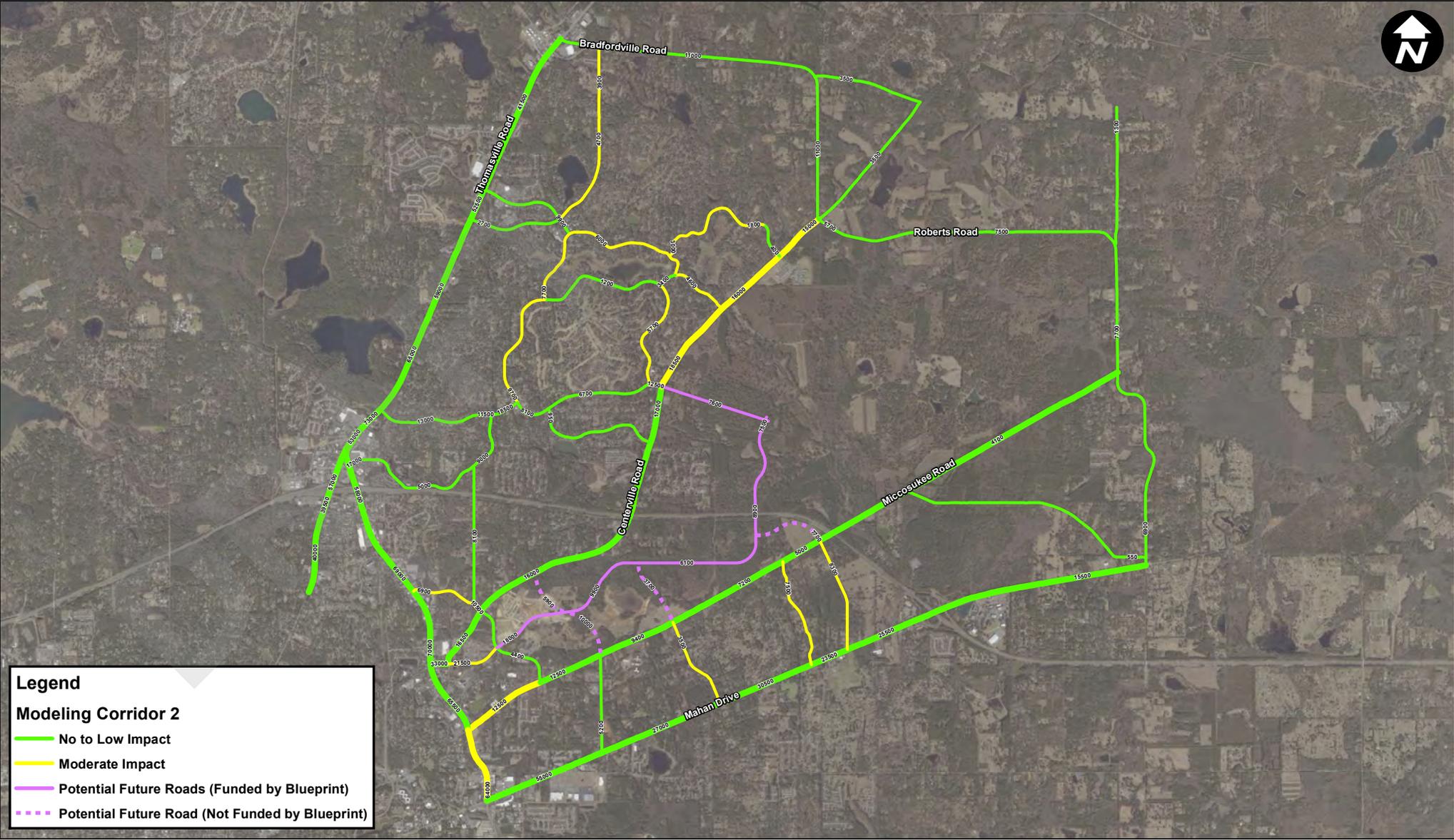
Modeling Corridor 1

- No to Low Impact
- Moderate Impact
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2035
Name: Corridor 1



Legend

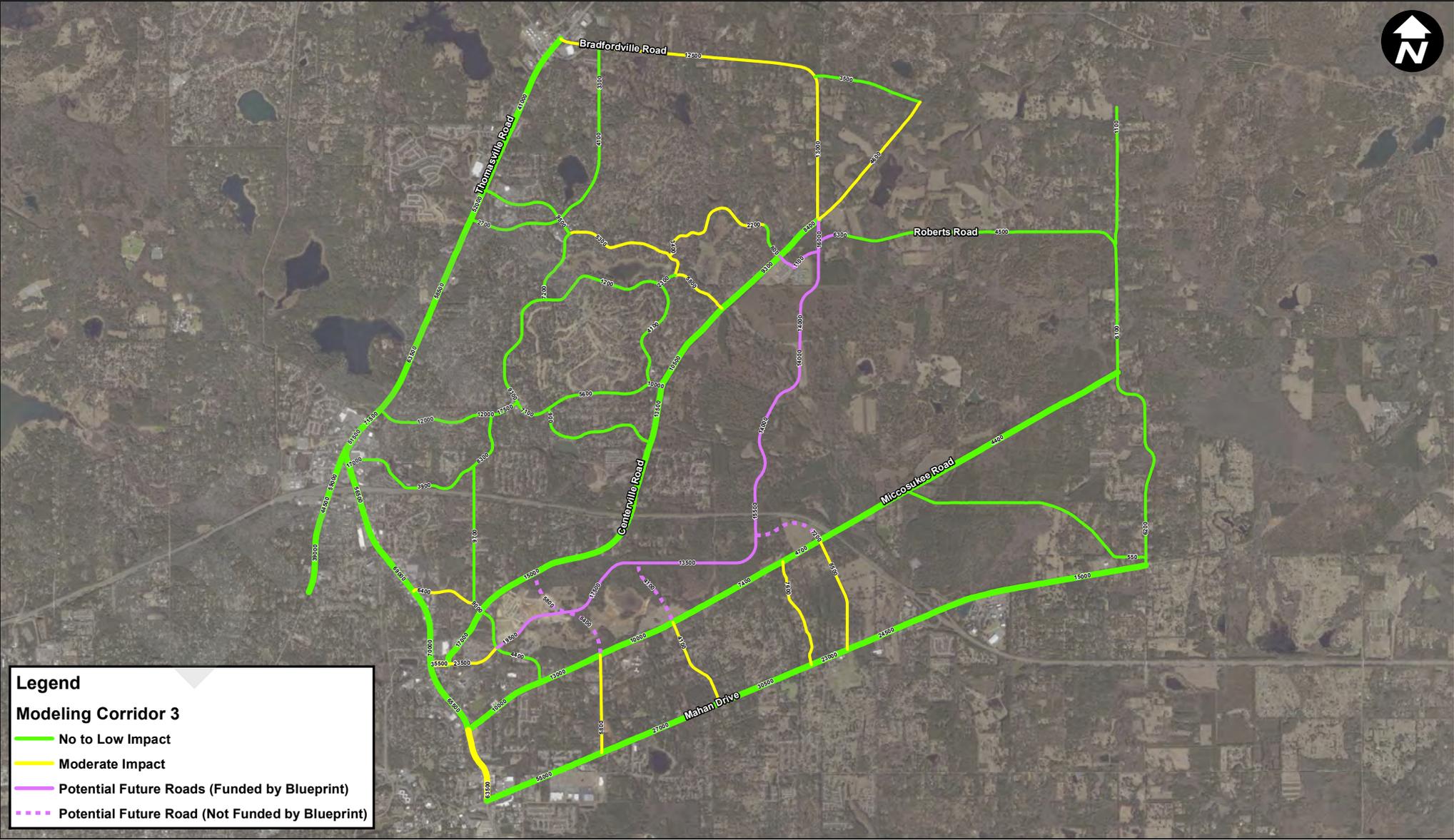
Modeling Corridor 2

- No to Low Impact
- Moderate Impact
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2035
Name: Corridor 2



Legend

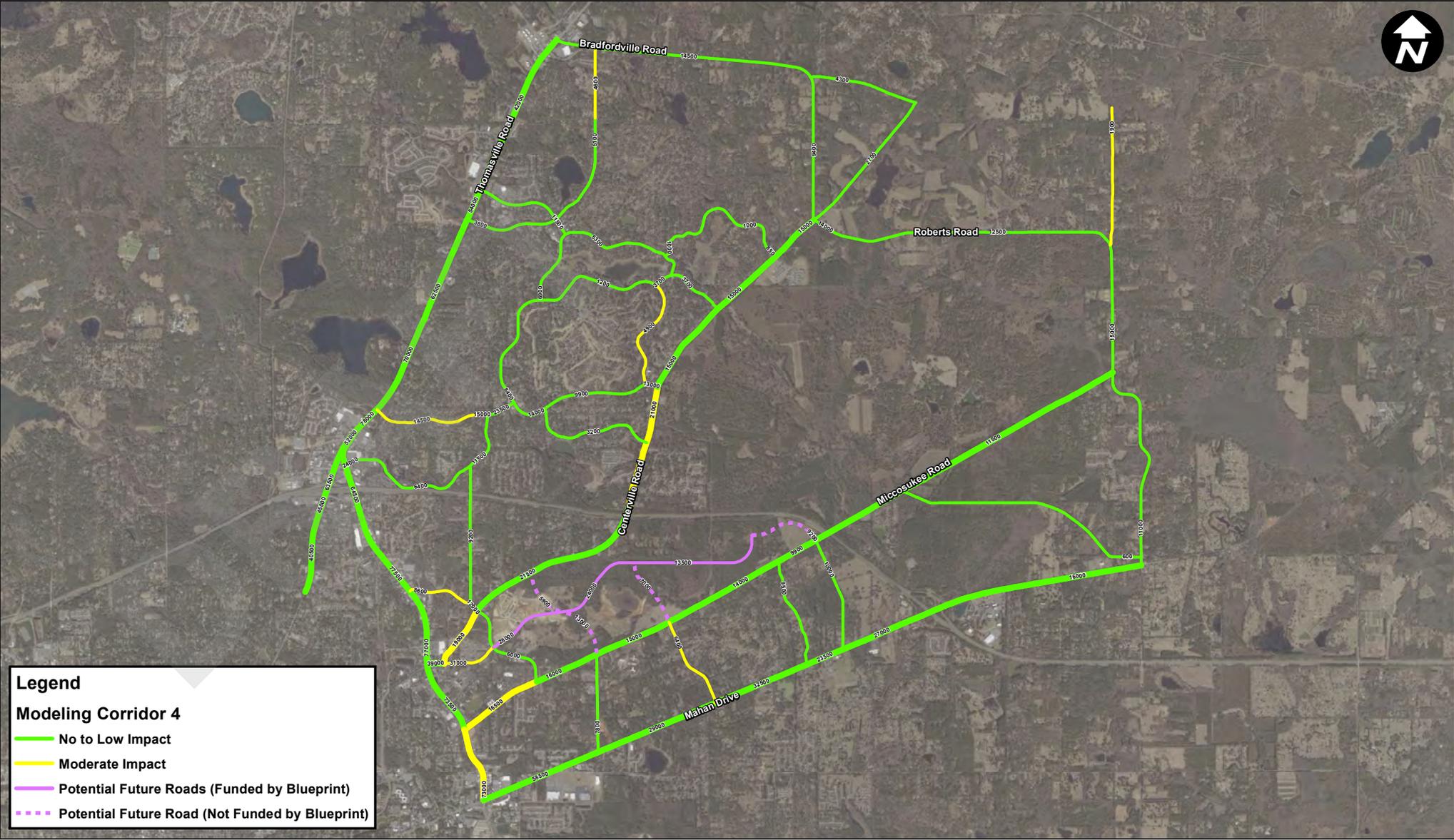
Modeling Corridor 3

- No to Low Impact
- Moderate Impact
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2035
Name: Corridor 3



Legend

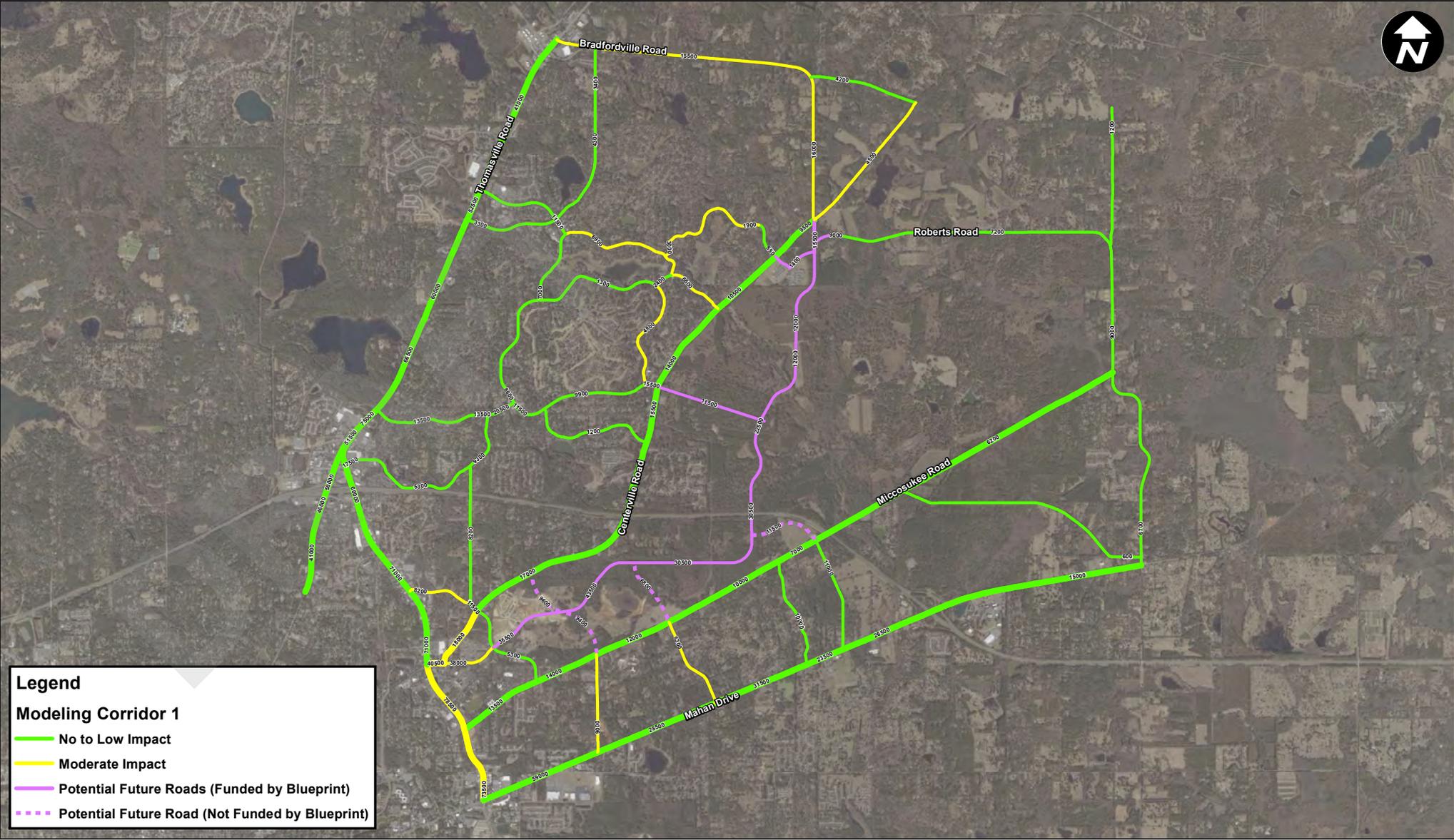
Modeling Corridor 4

- No to Low Impact
- Moderate Impact
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2045
Name: Corridor 4



Legend

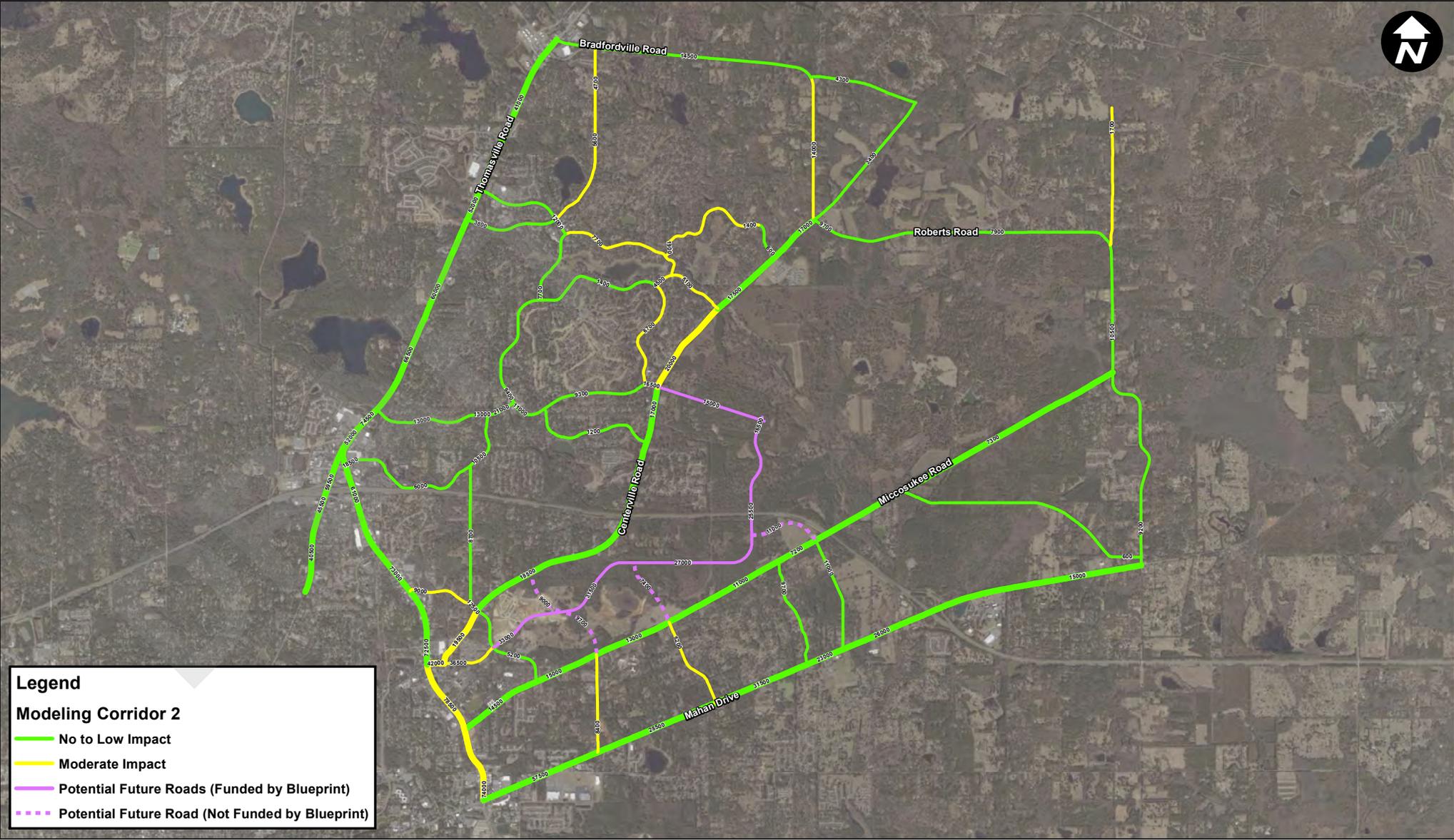
Modeling Corridor 1

- No to Low Impact
- Moderate Impact
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2045
Name: Corridor 1



Legend

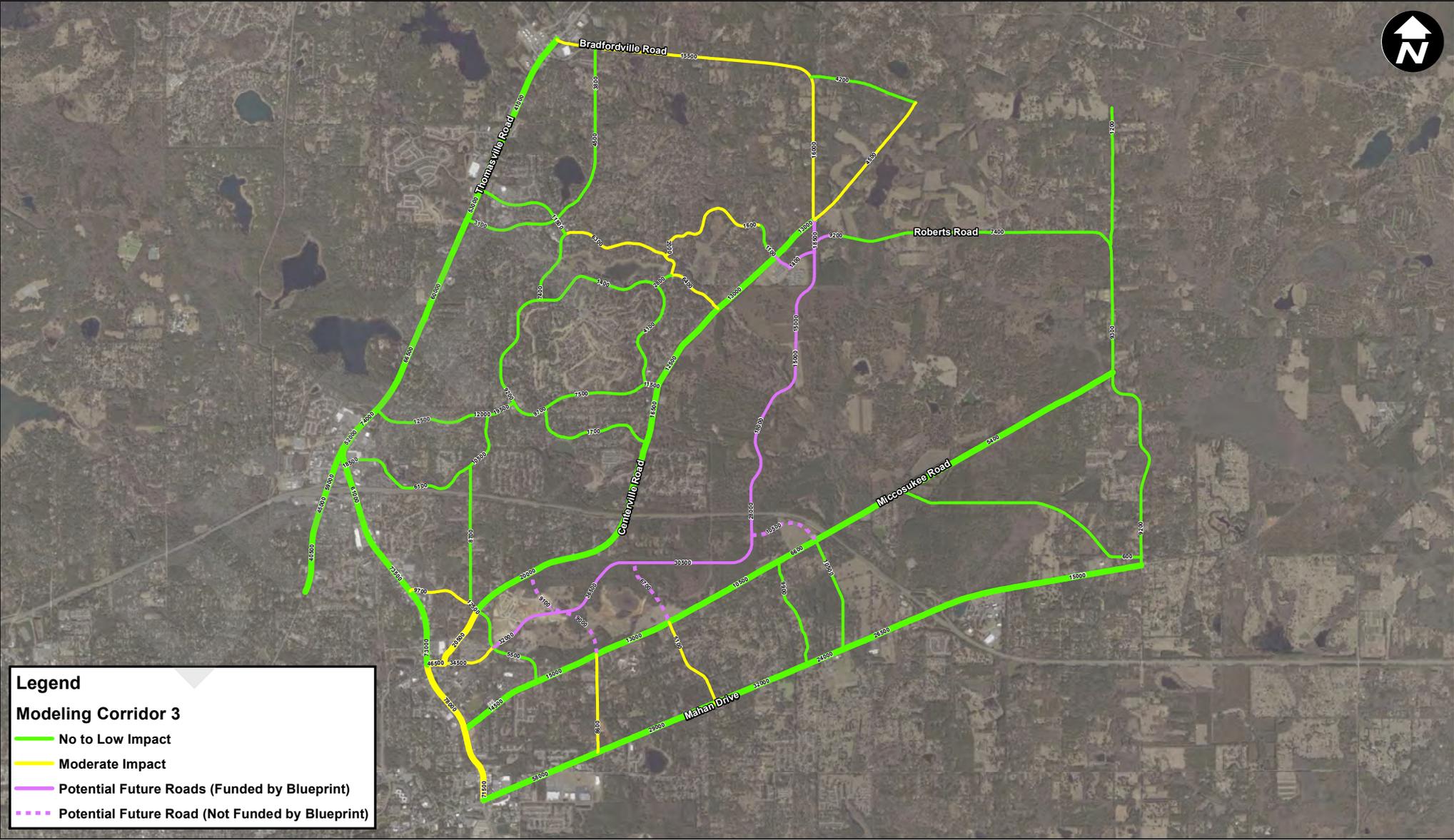
Modeling Corridor 2

- No to Low Impact
- Moderate Impact
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2045
Name: Corridor 2



Legend

Modeling Corridor 3

- No to Low Impact
- Moderate Impact
- Potential Future Roads (Funded by Blueprint)
- - - Potential Future Road (Not Funded by Blueprint)

Northeast Gateway: Welaunee Boulevard PD&E Study
From Fleischmann Road to Centerville Road at Shamrock Street
Leon County, Florida

Modeling Corridors Future Traffic Impacts

Modeling Information
Year: 2045
Name: Corridor 3

APPENDIX I:

VOLUME TO CAPACITY EVALUATION (TABLE FORM)

DRAFT

Green = Decreases or No Change

Bright Green = A segment with a V/C Ratio Greater Than 1 Decreases

Yellow = Increases
 Attachment 2
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 Red = A Segment with a V/C Ratio Greater Than 1 Increases

Volume to Capacity Evaluation Matrix for Opening Year 2025							
Roadway and Limits	Segment ID	2025 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Arendell Way							
Miccosukee Road to Mahan Drive	1	4,200	4,200	4,300	4,200	4,300	4,300
Bradfordville Road							
Thomasville Road to Pigsah Church Road	3	8,200	9,300	9,200	9,300	9,200	9,200
Pigsah Church Road to Centerville Road	2	9,000	9,000	8,600	9,000	8,600	8,600
Capital Circle NE							
Mahan Drive to Miccosukee Road	5	56,000	60,000	60,500	60,000	60,500	60,500
Miccosukee Road to Centerville Road	4	62,500	62,000	65,500	62,500	64,000	64,000
Centerville Road to Lonnbladh Road	8	66,500	67,000	69,500	68,000	69,000	69,000
Lonnbladh Road to Hermitage Boulevard	6	65,000	66,000	67,500	66,000	66,500	66,500
Hermitage Boulevard to Thomasville Road	7	57,500	56,500	58,000	58,000	57,500	57,500
Centerville Road							
Capital Circle NE to Welaunee Boulevard	9	32,000	32,500	31,500	33,000	32,000	32,000
Welaunee Boulevard to Olson Road	10	19,500	18,000	20,500	19,500	18,000	18,000
Olson Road to Charleston Road	14	17,500	15,000	17,500	16,000	17,500	17,500
Charleston Road to Shamrock Street	11	15,500	13,500	16,500	14,000	16,500	16,500
Shamrock Street to McLaughlin Drive	12	13,500	11,000	13,500	11,000	14,000	14,000
McLaughlin Drive to Pimlico Drive	13	13,500	8,500	13,500	8,500	13,500	13,500
Pimlico Drive to Bradfordville Road	15	12,000	7,000	12,500	7,100	12,500	12,500
Pimlico Drive to Bradfordville Road	74	3,300	3,800	3,200	3,800	3,100	3,100
Clarecastle Way							
Pimlico Drive to N. Shannon Lake Drive	69	1,900	3,500	2,400	3,500	1,900	1,900
Crump Road							
Mahan Drive to Miccosukee Road	17	6,100	5,800	5,900	5,800	5,900	5,900
Miccosukee Road to Roberts Road	16	8,200	6,800	7,400	6,800	7,500	7,500
Dempsey Mayo Road							
Mahan Drive to Miccosukee Road	18	3,200	3,600	3,300	3,600	3,200	3,200
Miccosukee Road to Welaunee Boulevard	202		7,200	6,600	7,200	4,000	4,000
Welaunee Boulevard to Centerville Road	201		8,300	7,100	7,000	7,100	7,100
Edenfield Road							
Mahan Drive to Miccosukee Road	19	3,500	3,500	3,300	3,500	3,800	3,800
Miccosukee Road to Welaunee Boulevard	301					3,100	3,100
Fleischmann Road							
Miccosukee Road to Centerville Road	20	3,600	3,500	4,500	3,400	4,800	4,800
Gardenview Way							
Shamrock Street South to Centerville Road	21	2,500	800	750	800	850	850
Centerville Road to Welaunee Boulevard	501						
Kerry Forest Parkway							
Thomasville Road to Shannon Lakes North	22	9,100	8,500	8,600	8,300	9,000	9,000
Killarney Way							
Thomasville Road to Kilkenny Drive	25	12,000	11,500	12,500	12,000	12,500	12,500
Kilkenny Drive to Raymond Diehl Road	23	12,500	11,500	12,500	12,000	12,500	12,500
Raymond Diehl Road to Shamrock Street South	24	19,000	17,000	18,500	17,000	18,500	18,500
Lonnbladh Road							
Capital Circle NE to Olson Road	26	5,300	5,200	5,400	5,100	5,100	5,100
Mahan Drive							
Capital Circle NE to Dempsey Mayo Road	27	50,000	51,500	52,500	52,000	52,000	52,000
Dempsey Mayo Road to Edenfield Road	28	30,000	26,000	26,500	26,000	26,000	26,000
Edenfield Road to Arendell Way	29	32,000	28,500	29,000	28,000	28,500	28,500
Arendell Way to Thornton Road	30	26,000	24,000	24,500	23,500	24,000	24,000
Thornton Road to Summit Lake Drive	31	23,500	22,000	22,000	21,500	22,000	22,000
Summit Lake Drive to Crump Road	32	15,500	15,500	16,000	15,500	15,500	15,500
McLaughlin Drive							
Shamrock Street North to E. Shannon Lakes Drive	34	2,200	1,700	2,700	2,000	2,000	2,000
E. Shannon Lakes Drive to Centerville Road	33	2,800	5,000	2,700	4,700	3,000	3,000
Centerville Road to Welaunee Boulevard	701						
Welaunee Boulevard to Miccosukee Road	702						
Miccosukee Road							
Capital Circle NE to Fleischmann Road	36	9,800	11,000	11,000	11,000	11,500	11,500
Fleischmann Road to Dempsey Mayo Road	37	10,000	12,500	13,000	12,500	12,500	12,500
Dempsey Mayo Road to Edenfield Road	38	12,500	11,000	10,500	11,000	9,000	9,000
Edenfield Road to Arendell Way	39	6,300	5,900	5,800	5,800	6,000	6,000
Arendell Way to Thornton Road	40	3,700	3,400	3,600	3,500	3,500	3,500
Thornton Road to Crump Road	35	4,700	2,800	3,900	3,700	4,400	4,400
Miles Johnson Road							
Miccosukee Road to Crump Road	76	550	550	550	550	550	550
Olson Road							
Centerville Road to Lonnbladh Road	42	10,500	8,800	9,700	8,900	10,500	10,500
Lonnbladh Road to Raymond Diehl Road	41	9,100	9,500	10,000	9,300	9,200	9,200

Green = Decreases or No Change

Bright Green = A segment with a V/C Ratio Greater Than 1 Decreases

Yellow = Increases
 Attachment 2
 Page 87 of 91
 Red = A Segment with a V/C Ratio Greater Than 1 Increases

Volume to Capacity Evaluation Matrix for Opening Year 2025							
Roadway and Limits	Segment ID	2025 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Pimlico Drive							
Clarecastle Way to Santa Anita Drive	70	1,600	2,100	1,500	2,100	1,300	
Santa Anita Drive to Centerville Road	43	500	450	450	450	500	
Centerville Road to Welaunee Boulevard	801						
Pisgah Church Road							
Bradfordville Road to Centerville Road	77	2,700	2,700	2,700	2,700	2,700	
Proctor Road							
Crump Road to Centerville Road	78	1,000	1,000	1,100	1,000	1,100	
Raymond Diehl Road							
Capital Circle NE to Village Square Boulevard	45	16,500	16,000	16,000	16,000	16,500	
Village Square Boulevard to Delaney Drive	46	13,000	12,000	12,000	12,500	12,000	
Delaney Drive to Olson Road	44	4,400	3,700	3,600	3,700	3,700	
Olson Road to Killarney Way	47	9,400	8,100	9,000	8,200	8,900	
Roberts Road							
Centerville Road to Realignment	48	7,100		7,400		7,400	
Realignment of Roberts Road	901						
Realignment to Crump Road	49	6,600	5,200	5,700	5,200	5,700	
Shamrock Street							
W. Shannon Lakes Drive to McLaughlin Drive (North)	50	1,000	1,100	1,100	1,100	1,000	
McLaughlin Drive to Shamrock Street South (East)	51	3,500	3,300	4,000	3,500	3,200	
Killarney Way to W. Shannon Lakes Drive (West)	52	10,000	9,000	9,800	9,300	10,000	
Killarney Way to Gardenview Way (South)	54	7,400	6,500	7,100	6,500	7,000	
Gardenview Way to Shamrock Street East (South)	53	5,900	5,200	5,700	5,100	5,600	
Shamrock Street East to Centerville Road (South)	55	9,600	9,200	10,000	9,500	9,500	
Centerville Road to Welaunee Boulevard (Extension)	601						
Welaunee Boulevard to Miccosukee Road (Extension)	602						
Miccosukee Road to Mahan Drive (Extension)	603						
Shannon Lakes Drive							
Kerry Forest Parkway to McLaughlin Drive (North)	56	3,500	4,400	3,700	4,400	3,400	
Shamrock Street North to Kerry Forest Parkway (West)	57	8,000	6,700	7,600	7,000	7,900	
Thomasville Road							
Hermitage Boulevard to Metropolitan Boulevard	60	39,500	37,500	36,000	37,500	37,500	
Metropolitan Boulevard to I-10 Westbound Ramp	59	44,000	41,500	40,000	41,500	42,000	
I-10 Westbound Ramp to Killlearn Center Boulevard	65	59,000	56,500	58,000	53,000	56,500	
Killlearn Center Boulevard to Village Square Boulevard	66	53,500	49,500	53,500	50,000	51,500	
Village Square Boulevard to Killarney Way	64	71,500	71,000	72,000	71,000	72,500	
Killarney Way to High Grove Road	58	63,000	63,000	63,000	62,500	63,500	
High Grove Road to Velda Dairy Road	63	60,500	58,000	58,000	58,000	58,500	
Velda Dairy Road to Kerry Forest Parkway	62	56,500	52,000	51,500	51,500	52,500	
Kerry Forest Parkway to Bradfordville Road	61	42,000	41,500	41,000	41,500	41,500	
Thornton Road							
Mahan Drive to Miccosukee Road	67	3,000	2,400	2,400	2,400	2,400	
Miccosukee Road to Welaunee Boulevard	401					750	
Velda Dairy Road							
Thomasville Road to Kerry Forest Parkway	71	2,900	2,800	3,000	2,800	2,500	
Kerry Forest Parkway to Kimmer Rowe Drive	72	3,800	3,900	4,000	3,800	3,800	
Kimmer Rowe Drive to Bradfordville Road	73	3,000	3,100	3,200	3,100	3,100	
Welaunee Boulevard							
Centerville Road to Fleischmann Road	68	13,500	16,500	12,000	15,000	14,500	
Fleischmann Road to Dempsey Mayo Road	1001		11,500	5,600	10,000	5,700	
Dempsey Mayo Road to Edenfield Road	1002		7,300	1,300	7,400	4,100	
Edenfield Road to Thornton Road	1003		6,900	750	6,700	750	
Thornton Road to Gardenview Way	1004						
Gardenview Way to Shamrock Street	1008						
Shamrock Street to McLaughlin Drive	1014						
McLaughlin Drive to Pimlico Drive	1011						
Pimlico Drive to Bradfordville Road	1015						
Sum of Bright Green Segments (Decreases and Existing & Committed V/C Ratio is Greater Than 1)			7	4	6	4	
Sum of Green Segments (Decreases or No Change)			51	42	52	50	
Sum of Yellow Segments (Increases)			14	25	13	18	
Sum of Yellow Segments (Increases and Existing & Committed V/C Ratio is Greater Than 1)			5	6	6	5	

PRIMARY

Green = Decreases or No Change

Bright Green = A segment with a V/C Ratio Greater Than 1 Decreases

Yellow = Increases
 Attachment 2
 Page 88 of 91
 Red = A Segment with a V/C Ratio Greater Than 1 Increases

Volume to Capacity Evaluation Matrix for Interim Year 2035							
Roadway and Limits	Segment ID	2035 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Bradfordville Road							
Thomasville Road to Pigsah Church Road	3	11,500	12,500	11,000	12,500	11,500	
Pigsah Church Road to Centerville Road	2	11,000	12,500	11,000	13,000	11,000	
Capital Circle NE							
Mahan Drive to Miccosukee Road	5	59,500	63,500	64,000	63,500	65,000	
Miccosukee Road to Centerville Road	4	64,500	66,000	65,500	65,500	69,000	
Centerville Road to Lonbladh Road	8	71,000	68,500	70,000	70,000	72,000	
Lonbladh Road to Hermitage Boulevard	6	70,000	68,500	69,000	69,000	70,000	
Hermitage Boulevard to Thomasville Road	7	60,500	57,500	58,000	56,500	59,500	
Centerville Road							
Capital Circle NE to Welaunee Boulevard	9	32,500	33,000	33,000	35,500	33,500	
Welaunee Boulevard to Olson Road	10	17,500	19,000	16,500	17,000	17,500	
Olson Road to Charleston Road	14	17,500	15,000	16,000	15,000	17,500	
Charleston Road to Shamrock Street	11	17,500	13,500	17,000	13,500	17,000	
Shamrock Street to McLaughlin Drive	12	14,500	12,500	18,500	10,500	14,000	
McLaughlin Drive to Pimlico Drive	13	15,000	9,200	16,000	9,300	14,500	
Pimlico Drive to Bradfordville Road	15	14,000	7,600	15,000	8,400	13,500	
Bradfordville Road to Pigsah Church Road	74	3,600	4,600	3,500	4,600	3,000	
Clarecastle Way							
Pimlico Drive to N. Shannon Lake Drive	69	2,100	3,800	3,000	3,400	1,600	
Crump Road							
Mahan Drive to Miccosukee Road	17	7,500	6,200	6,900	6,200	7,500	
Miccosukee Road to Roberts Road	16	11,000	6,000	7,700	6,100	10,500	
Dempsey Mayo Road							
Mahan Drive to Miccosukee Road	18	5,400	5,600	5,200	5,800	4,900	
Miccosukee Road to Welaunee Boulevard	202		6,300	5,900	5,800	4,300	
Welaunee Boulevard to Centerville Road	201		7,600	10,000	8,400	9,300	
Edenfield Road							
Mahan Drive to Miccosukee Road	19	1,900	3,300	3,500	4,100	4,400	
Miccosukee Road to Welaunee Boulevard	301		3,500	3,700	4,100	5,000	
Fleischmann Road							
Miccosukee Road to Centerville Road	20	4,300	3,400	4,400	4,400	5,200	
Gardenview Way							
Shamrock Street South to Centerville Road	21	1,000	900	950	900	1,000	
Centerville Road to Welaunee Boulevard	501						
Kerry Forest Parkway							
Thomasville Road to Shannon Lakes North	22	9,900	9,700	9,900	9,500	9,200	
Killarney Way							
Thomasville Road to Kilkenny Drive	25	12,500	11,500	13,000	12,000	13,000	
Kilkenny Drive to Raymond Diehl Road	23	12,500	11,500	11,500	12,000	13,000	
Raymond Diehl Road to Shamrock Street South	24	19,000	17,500	18,500	17,500	20,000	
Lonbladh Road							
Capital Circle NE to Olson Road	26	5,800	6,300	6,900	6,400	6,300	
Mahan Drive							
Capital Circle NE to Dempsey Mayo Road	27	54,000	53,500	55,000	55,000	56,500	
Dempsey Mayo Road to Edenfield Road	28	33,000	26,500	27,000	27,000	27,500	
Edenfield Road to Arendell Way	29	34,000	29,500	30,500	30,500	31,000	
Arendell Way to Thornton Road	30	25,500	23,000	23,500	23,000	24,000	
Thornton Road to Summit Lake Drive	31	25,500	24,500	25,500	24,500	24,000	
Summit Lake Drive to Crump Road	32	16,000	15,000	15,500	15,000	16,000	
McLaughlin Drive							
Shamrock Street North to E. Shannon Lakes Drive	34	3,200	2,400	3,400	2,300	2,700	
E. Shannon Lakes Drive to Centerville Road	33	3,200	5,800	4,600	5,800	2,800	
Centerville Road to Welaunee Boulevard	701						
Welaunee Boulevard to Miccosukee Road	702						
Miccosukee Road							
Capital Circle NE to Fleischmann Road	36	10,500	13,000	12,500	10,000	13,000	
Fleischmann Road to Dempsey Mayo Road	37	12,500	13,000	12,500	13,000	13,500	
Dempsey Mayo Road to Edenfield Road	38	15,500	10,000	9,400	10,000	11,000	
Edenfield Road to Arendell Way	39	10,500	7,400	7,200	7,400	9,100	
Arendell Way to Thornton Road	40	5,600	5,400	5,000	4,700	5,200	
Thornton Road to Crump Road	35	6,400	4,500	4,100	4,400	6,900	
Miles Johnson Road							
Miccosukee Road to Crump Road	76	550	550	550	550	550	
Olson Road							
Centerville Road to Lonbladh Road	42	8,900	8,600	10,500	9,000	9,700	
Lonbladh Road to Raymond Diehl Road	41	9,400	9,900	8,100	9,700	9,800	
Pimlico Drive							
Clarecastle Way to Santa Anita Drive	70	1,500	2,200	1,800	2,200	1,200	
Santa Anita Drive to Centerville Road	43	700	400	400	800	550	
Centerville Road to Welaunee Boulevard	801		1,100		1,100		

Green = Decreases or No Change

Bright Green = A segment with a V/C Ratio Greater Than 1 Decreases

Yellow = Increases
 Attachment 2
 Page 89 of 91
 Red = A Segment with a V/C Ratio Greater Than 1 Increases

Volume to Capacity Evaluation Matrix for Interim Year 2035							
Roadway and Limits	Segment ID	2035 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Pisgah Church Road							
Bradfordville Road to Centerville Road	77	3,500	3,500	3,500	3,500	3,500	3,500
Proctor Road							
Crump Road to Centerville Road	78	1,200	1,100	1,300	1,100	1,700	1,700
Raymond Diehl Road							
Capital Circle NE to Village Square Boulevard	45	17,000	16,500	17,000	17,000	18,000	18,000
Village Square Boulevard to Delaney Drive	46	14,000	12,500	13,000	13,000	14,500	14,500
Delaney Drive to Olson Road	44	5,100	4,100	5,000	3,900	4,600	4,600
Olson Road to Killarney Way	47	9,400	8,300	9,000	8,300	9,800	9,800
Roberts Road							
Centerville Road to Realignment	48	10,500		5,700		9,600	9,600
Realignment of Roberts Road	901		6,200		6,300		
Realignment to Crump Road	49	9,100	4,400	7,500	4,500	8,000	8,000
Shamrock Street							
W. Shannon Lakes Drive to McLaughlin Drive (North)	50	1,100	1,200	1,200	1,200	1,100	1,100
McLaughlin Drive to Shamrock Street South (East)	51	4,900	4,700	5,700	4,100	4,600	4,600
Killarney Way to W. Shannon Lakes Drive (West)	52	9,100	8,900	9,700	9,300	10,000	10,000
Killarney Way to Gardenview Way (South)	54	8,600	7,500	8,100	7,100	8,600	8,600
Gardenview Way to Shamrock Street East (South)	53	6,900	6,300	6,700	5,600	6,800	6,800
Shamrock Street East to Centerville Road (South)	55	11,500	11,500	12,500	10,000	11,000	11,000
Centerville Road to Welaunee Boulevard (Extension)	601		4,800	7,600			
Welaunee Boulevard to Miccosukee Road (Extension)	602						
Miccosukee Road to Mahan Drive (Extension)	603						
Shannon Lakes Drive							
Kerry Forest Parkway to McLaughlin Drive (North)	56	4,400	5,700	6,000	5,300	3,900	3,900
Shamrock Street North to Kerry Forest Parkway (West)	57	7,300	6,800	7,700	7,200	7,600	7,600
Thomasville Road							
Hermitage Boulevard to Metropolitan Boulevard	60	39,500	39,500	40,000	39,000	39,000	39,000
Metropolitan Boulevard to I-10 Westbound Ramp	59	48,500	44,000	39,500	44,500	43,500	43,500
I-10 Westbound Ramp to Killearn Center Boulevard	65	61,000	59,000	57,000	59,000	59,000	59,000
Killearn Center Boulevard to Village Square Boulevard	66	53,500	51,500	53,000	51,500	51,000	51,000
Village Square Boulevard to Killarney Way	64	74,000	71,500	73,000	71,500	73,500	73,500
Killarney Way to High Grove Road	58	66,000	64,000	65,000	63,500	65,500	65,500
High Grove Road to Velda Dairy Road	63	62,000	59,000	59,000	58,500	60,000	60,000
Velda Dairy Road to Kerry Forest Parkway	62	57,500	52,500	52,500	52,000	52,500	52,500
Kerry Forest Parkway to Bradfordville Road	61	42,500	41,500	41,500	41,000	41,500	41,500
Thornton Road							
Mahan Drive to Miccosukee Road	67	6,900	8,000	8,300	8,500	5,400	5,400
Miccosukee Road to Welaunee Boulevard	401		8,700	7,700	7,200	2,400	2,400
Velda Dairy Road							
Thomasville Road to Kerry Forest Parkway	71	3,100	2,800	2,700	2,700	3,200	3,200
Kerry Forest Parkway to Kimmer Rowe Drive	72	4,300	4,300	4,700	4,100	4,200	4,200
Kimmer Rowe Drive to Bradfordville Road	73	3,600	3,200	3,900	3,300	3,500	3,500
Welaunee Boulevard							
Centerville Road to Fleischmann Road	68	18,000	21,500	21,500	23,500	19,500	19,500
Fleischmann Road to Dempsey Mayo Road	1001		18,000	18,000	19,500	13,000	13,000
Dempsey Mayo Road to Edenfield Road	1002		15,000	9,900	17,500	9,600	9,600
Edenfield Road to Thornton Road	1003		12,000	6,100	13,500	4,000	4,000
Thornton Road to Gardenview Way	1004		17,000	8,900	15,500		
Gardenview Way to Shamrock Street	1008		15,500	7,500	14,000		
Shamrock Street to McLaughlin Drive	1014		11,000		14,000		
McLaughlin Drive to Pimlico Drive	1011		11,000		14,000		
Pimlico Drive to Bradfordville Road	1015		14,500		16,000		
Sum of Bright Green Segments (Decreases and Existing & Committed V/C Ratio is Greater Than 1)			9	8	9	4	4
Sum of Green Segments (Decreases or No Change)			47	39	44	49	49
Sum of Yellow Segments (Increases)			18	27	21	18	18
Sum of Yellow Segments (Increases and Existing & Committed V/C Ratio is Greater Than 1)			3	3	3	6	6

PRIMARY

Volume to Capacity Evaluation Matrix for Design Year 2045							
Roadway and Limits	Segment ID	2045 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Bradfordville Road							
Thomasville Road to Pigsah Church Road	3	14,500	15,500	14,500	15,500	14,500	
Pigsah Church Road to Centerville Road	2	13,000	16,000	14,000	16,000	9,400	
Capital Circle NE							
Mahan Drive to Miccosukee Road	5	66,000	73,500	74,000	71,500	73,000	
Miccosukee Road to Centerville Road	4	72,500	78,500	78,500	78,000	73,500	
Centerville Road to Lonnbldh Road	8	77,000	71,000	72,500	73,000	77,000	
Lonnbldh Road to Hermitage Boulevard	6	76,500	71,000	73,000	73,500	77,500	
Hermitage Boulevard to Thomasville Road	7	63,000	60,000	61,000	61,000	64,500	
Centerville Road							
Capital Circle NE to Welaunee Boulevard	9	38,000	40,500	42,000	46,500	39,000	
Welaunee Boulevard to Olson Road	10	17,000	18,000	19,500	20,500	19,000	
Olson Road to Charleston Road	14	21,500	17,000	18,500	20,000	21,500	
Charleston Road to Shamrock Street	11	20,000	15,500	17,000	16,500	21,000	
Shamrock Street to McLaughlin Drive	12	15,500	14,000	20,000	12,500	15,000	
McLaughlin Drive to Pimlico Drive	13	17,000	10,500	17,500	13,000	15,000	
Pimlico Drive to Bradfordville Road	15	17,000	9,500	17,000	13,000	15,000	
Bradfordville Road to Pigsah Church Road	74	3,600	4,500	3,400	4,500	2,700	
Clarecastle Way							
Pimlico Drive to N. Shannon Lake Drive	69	900	3,000	1,900	2,000	1,000	
Crump Road							
Mahan Drive to Miccosukee Road	17	11,000	6,700	9,200	9,200	11,000	
Miccosukee Road to Roberts Road	16	15,500	9,000	10,500	9,300	15,000	
Dempsey Mayo Road							
Mahan Drive to Miccosukee Road	18	7,600	9,000	8,400	8,600	7,800	
Miccosukee Road to Welaunee Boulevard	202		9,600	9,000	9,100	5,900	
Welaunee Boulevard to Centerville Road	201		9,400	9,700	9,000	13,000	
Edenfield Road							
Mahan Drive to Miccosukee Road	19	4,400	5,300	5,200	5,100	5,400	
Miccosukee Road to Welaunee Boulevard	301		6,800	7,400	6,700	7,000	
Fleischmann Road							
Miccosukee Road to Centerville Road	20	6,700	5,300	5,200	5,500	6,000	
Gardenview Way							
Shamrock Street South to Centerville Road	21	3,100	1,200	1,200	1,700	3,200	
Centerville Road to Welaunee Boulevard	501						
Kerry Forest Parkway							
Thomasville Road to Shannon Lakes North	22	12,000	11,500	12,000	11,500	11,500	
Killarney Way							
Thomasville Road to Kilkenney Drive	25	13,000	13,500	13,000	12,500	14,500	
Kilkenney Drive to Raymond Diehl Road	23	13,500	13,500	13,000	12,000	15,000	
Raymond Diehl Road to Shamrock Street South	24	23,500	20,500	21,000	19,500	23,500	
Lonnbldh Road							
Capital Circle NE to Olson Road	26	7,500	8,200	9,000	9,700	8,600	
Mahan Drive							
Capital Circle NE to Dempsey Mayo Road	27	60,000	59,000	57,500	58,000	58,500	
Dempsey Mayo Road to Edenfield Road	28	39,000	28,500	28,500	29,000	29,000	
Edenfield Road to Arendell Way	29	38,000	31,500	31,500	32,000	32,500	
Arendell Way to Thornton Road	30	27,500	23,500	23,000	24,000	23,500	
Thornton Road to Summit Lake Drive	31	27,000	26,500	26,000	26,500	27,000	
Summit Lake Drive to Crump Road	32	16,000	15,000	15,000	15,000	16,000	
McLaughlin Drive							
Shamrock Street North to E. Shannon Lakes Drive	34	3,500	2,400	4,500	2,800	3,700	
E. Shannon Lakes Drive to Centerville Road	33	4,100	6,600	5,100	6,400	3,700	
Centerville Road to Welaunee Boulevard	701						
Welaunee Boulevard to Miccosukee Road	702						
Miccosukee Road							
Capital Circle NE to Fleischmann Road	36	14,500	13,500	14,500	14,500	16,500	
Fleischmann Road to Dempsey Mayo Road	37	15,500	14,000	15,000	15,000	16,000	
Dempsey Mayo Road to Edenfield Road	38	19,500	12,000	13,000	13,000	15,000	
Edenfield Road to Arendell Way	39	16,000	10,000	11,000	10,500	14,000	
Arendell Way to Thornton Road	40	10,500	7,000	7,200	6,600	9,900	
Thornton Road to Crump Road	35	11,500	6,200	7,300	5,400	11,500	
Miles Johnson Road							
Miccosukee Road to Crump Road	76	600	600	600	600	600	
Olson Road							
Centerville Road to Lonnbldh Road	42	11,500	11,500	12,500	12,500	12,000	
Lonnbldh Road to Raymond Diehl Road	41	9,100	8,200	8,700	8,700	9,200	
Pimlico Drive							
Clarecastle Way to Santa Anita Drive	70	1,000	1,900	1,400	1,600	1,000	
Santa Anita Drive to Centerville Road	43	950	550	600	1,100	850	
Centerville Road to Welaunee Boulevard	801		1,400		1,400		

Green = Decreases or No Change

Bright Green = A segment with a V/C Ratio Greater Than 1 Decreases

Yellow = Increases
 Attachment 2
 Page 91 of 91
 Red = A Segment with a V/C Ratio Greater Than 1 Increases

Volume to Capacity Evaluation Matrix for Design Year 2045							
Roadway and Limits	Segment ID	2045 No Build Scenario	AADT by Modeling Corridor				
			1	2	3	4	
Pisgah Church Road							
Bradfordville Road to Centerville Road	77	4,400	4,200	4,300	4,200	4,300	
Proctor Road							
Crump Road to Centerville Road	78	1,100	1,200	1,700	1,200	1,900	
Raymond Diehl Road							
Capital Circle NE to Village Square Boulevard	45	23,500	17,500	18,500	18,500	24,000	
Village Square Boulevard to Delaney Drive	46	16,500	14,000	14,500	14,500	16,000	
Delaney Drive to Olson Road	44	7,700	5,300	6,000	6,100	6,400	
Olson Road to Killarney Way	47	12,500	9,300	10,500	10,500	11,500	
Roberts Road							
Centerville Road to Realignment	48	15,500		9,700		14,000	
Realignment of Roberts Road	901		9,000		9,200		
Realignment to Crump Road	49	14,500	7,200	7,900	7,400	12,500	
Shamrock Street							
W. Shannon Lakes Drive to McLaughlin Drive (North)	50	1,300	1,300	1,400	1,400	1,200	
McLaughlin Drive to Shamrock Street South (East)	51	4,400	4,800	6,700	4,100	4,900	
Killarney Way to W. Shannon Lakes Drive (West)	52	9,000	8,600	9,400	9,200	8,400	
Killarney Way to Gardenview Way (South)	54	13,500	11,500	11,000	9,700	14,000	
Gardenview Way to Shamrock Street East (South)	53	9,800	9,900	9,300	7,500	9,900	
Shamrock Street East to Centerville Road (South)	55	12,500	15,500	16,500	11,500	13,000	
Centerville Road to Welaunee Boulevard (Extension)	601		11,500	15,000			
Welaunee Boulevard to Miccosukee Road (Extension)	602						
Miccosukee Road to Mahan Drive (Extension)	603						
Shannon Lakes Drive							
Kerry Forest Parkway to McLaughlin Drive (North)	56	5,300	6,900	7,700	6,300	5,300	
Shamrock Street North to Kerry Forest Parkway (West)	57	7,700	7,000	7,700	7,400	6,900	
Thomasville Road							
Hermitage Boulevard to Metropolitan Boulevard	60	39,500	41,000	40,500	40,500	40,500	
Metropolitan Boulevard to I-10 Westbound Ramp	59	45,000	46,000	45,500	45,000	45,000	
I-10 Westbound Ramp to Killearn Center Boulevard	65	61,000	58,000	59,500	59,000	63,500	
Killearn Center Boulevard to Village Square Boulevard	66	51,000	51,500	52,000	52,000	52,000	
Village Square Boulevard to Killarney Way	64	75,000	75,000	74,500	74,000	78,000	
Killarney Way to High Grove Road	58	68,000	66,500	66,500	66,500	70,000	
High Grove Road to Velda Dairy Road	63	62,500	60,000	60,000	60,000	62,500	
Velda Dairy Road to Kerry Forest Parkway	62	57,000	52,500	52,000	53,000	54,000	
Kerry Forest Parkway to Bradfordville Road	61	43,000	41,000	41,000	41,000	42,000	
Thornton Road							
Mahan Drive to Miccosukee Road	67	19,000	11,000	11,000	10,500	10,000	
Miccosukee Road to Welaunee Boulevard	401		11,500	11,000	10,500	9,200	
Velda Dairy Road							
Thomasville Road to Kerry Forest Parkway	71	3,700	3,300	3,800	3,100	3,800	
Kerry Forest Parkway to Kimmer Rowe Drive	72	4,900	4,300	5,600	4,500	5,100	
Kimmer Rowe Drive to Bradfordville Road	73	4,200	3,400	4,700	3,800	4,600	
Welaunee Boulevard							
Centerville Road to Fleischmann Road	68	27,500	38,000	36,500	34,500	31,000	
Fleischmann Road to Dempsey Mayo Road	1001		35,500	33,000	32,000	28,000	
Dempsey Mayo Road to Edenfield Road	1002		43,500	31,500	36,500	24,000	
Edenfield Road to Thornton Road	1003		30,500	27,000	30,500	13,500	
Thornton Road to Gardenview Way	1004		30,500	25,500	28,000		
Gardenview Way to Shamrock Street	1008		22,500	16,500	18,000		
Shamrock Street to McLaughlin Drive	1014		12,000		15,000		
McLaughlin Drive to Pimlico Drive	1011		12,000		15,000		
Pimlico Drive to Bradfordville Road	1015		15,500		18,500		
Sum of Bright Green Segments (Decreases and Existing & Committed V/C Ratio is Greater Than 1)			8	8	9	2	
Sum of Green Segments (Decreases or No Change)			46	41	46	41	
Sum of Yellow Segments (Increases)			20	25	19	26	
Sum of Yellow Segments (Increases and Existing & Committed V/C Ratio is Greater Than 1)			3	3	3	8	

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HNTB Corporation
Infrastructure Solutions

1276 Metropolitan Boulevard
Suite 304
Tallahassee, Florida 32312

Telephone (850) 878-9777
www.hntb.com

Date
12/02/19

To
Dan Sheer, PE BluePrint



CC
David Crombie, PE HNTB/Tallahassee

From
Daniel J. Beaty, AICP/Tallahassee

Memorandum

Subject: Peer Review of Northeast Gateway: Welaunee Boulevard – Task 1: Review of Modeling and Forecasting

Mr. Dan Sheer,

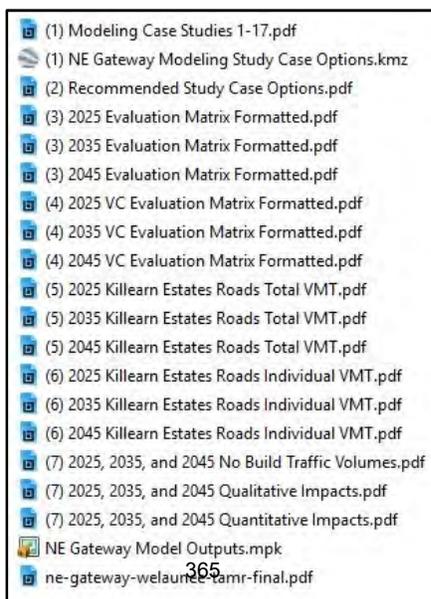
HNTB was asked to perform a Peer Review of the BluePrint Intergovernmental Agency’s (BluePrint IA) *Northeast Gateway: Welaunee Boulevard* project. The scope for this work is divided into the following 3 tasks:

- Task 1: Modeling and Forecasting
 - a. Sub-area validation of network and Traffic Analysis Zone (TAZ) data for opening year 2025 & 2045
 - b. Model outputs review
 - c. Proposed growth rates
- Task 2: Level of Service Analysis for Build and No-Build Scenarios
- Task 3: Draft PTAR Review

This memo focusses on Task 1 Modeling and Forecasting and its 3 sub-tasks only.

The files in *Figure 1* were obtained from Kimley Horn and Associates (KHA) on 11/18/19 for this review and are provided in a separate “ZIP” file entitled “*HNTB_NE Gateway Modeling - Peer Review.zip*”.

Figure 1: Files



Sub-area Validation of Network and TAZ data for 2025 & 2045

In order to fully understand the approach taken for traffic forecasting for this project, the Traffic Analysis Methodology Report (TAMR) entitled “*ne-gateway-welaunee-tamr-final.pdf*” was reviewed before looking at anything else. Along with the TAMR, the ArcGIS map package files located in the “*NE Gateway Model Outputs.mpk*” file were also reviewed and served as the primary data for the model review.

We began our review of the travel demand modeling by looking at the adopted Capital Region Transportation Planning Agency’s (CRTPA) 2007 base year travel demand model that was used for this project. We found the model to be validated within appropriate ranges in the project area in Killlearn Estates and the surrounding area along Thomasville Road and Centerville Road north of I-10. Thomasville Road from Killarney Way south to Maclay Commerce has a Volume to Count ratio (VC) of 1.55 but then returns down to 0.95 just north of I-10. Centerville Road north of Pimlico Drive also has a VC of over 1.5 but then returns to 1.15 just a few model links to the north.

Most of the VCs in the area are between 0.80 to 1.15. Miccosukee Road and Welaunee Boulevard don’t have good traffic count coverage in the 2007 model with Miccosukee Road only having 1 traffic count location at I-10 and none on the existing Welaunee Boulevard/Centerville Road near Capital Circle NE. Despite the lack of counts on Miccosukee Road and Welaunee Boulevard, the model performs very well in the study area.

A review of the updated socio-economic data described in the TAMR was not done as we didn’t have the input model files.

Model Output Review

Review of the model output was done using the loaded model networks in GIS for the years 2025, 2035 and 2045 for each of the 17 scenarios at a general level and the following 4 options in more detail.

- No-Build
- Option 1
- Option 2
- Option 3
- Baseline (Option 17)

Through our analysis of the model files, the evaluation matrix files (files with a (3) or (4) before them) and the No-Build Volumes/Qualitative/Qualitative Impacts (files with a (7) before them) for each scenario by year we have concluded that the comparisons are valid and reasonable with respect to the distribution of and changes in traffic by year and scenario. We also agree with the reduction of scenarios from 17 to 4 as shown in the “(2) Recommended Study Case Options.pdf” file.

A review of files beginning with the numbers (5) and (6) in Figure 1, show the Vehicle Miles of Travel (VMT) for the Killlearn Estates Roads. Most of the data seem reasonable except for the year 2035 No-Build scenario. The 2035 VMT are very close the 2025 VMT. When showing data to others, we recommend not showing the 2035 as it could cause the focus to shift to only the 2035 traffic. The 2025 and 2045 VMT seem very reasonable and are a good measure of the

effects of the alternatives on traffic and should be used when explaining the project and its benefits to the public.

Proposed Growth Rates

Growth rates based on historical traffic growth on 7 FDOT count stations from 2012 to 2017 were presented in the TAMR as well as growth rates derived from the University of Florida’s Bureau of Economic and Business Research (BEBR). The BEBR 2018 publication was used to analyze Leon County population for 2017, 2025, 2030, 2035, 2040 and 2045 for Low, Medium and High projections. No recommendations for a growth rate(s) are presented in the TAMR.

Page 5 of the TAMR shows the calculated average compound annual growth rate for the 7 FDOT count stations to be 1.05%. Using the BEBR medium data from Table 1, (BEBR medium projections are used unless there are extenuation circumstances) we see growth rates from 0.92% to 0.64%. This growth shows a slowing of population growth over the 20-year period.

Table 1: BEBR Population Projections for Leon County

2017 Population	Projection	2025		2030		2035		2040		2045	
		Pop.	Growth								
287,899	Low	285,200	-0.12%	287,100	-0.02%	287,100	-0.02%	285,000	-0.04%	282,400	-0.07%
	Medium	309,900	0.92%	320,900	0.84%	330,000	0.76%	337,300	0.69%	344,100	0.64%
	High	333,300	1.85%	354,900	1.62%	374,600	1.47%	392,900	1.36%	411,400	1.28%

Given this data, a compound annual growth rate between 0.77% (the average of the 5 time periods from Table 1 above) and 1.05% from the historical traffic count analysis should be used. It should be noted that this analysis and recommendation does not include any inclusion of the travel demand model growth rates. Typically, growth rates used for this type of project are at least 1.00% even if the outcome of the data analysis shows lower growth. The exceptions to this are in areas that are excepted to see very little growth as a result of already being built out and having no redevelopment opportunities.

Please let us know if you have any questions or would like to discuss this further.

Thanks,

Daniel J. Beaty, AICP
Chief Planner, HNTB

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Project Memorandum

To: Daniel Scheer, PE
Blueprint Project Manager – Northeast Gateway/Welaunee Boulevard

From: **Michael Baker International**
Jeff Roberts, PE, Associate Vice President
Jamie Sloboden, PE, Director of Traffic Engineering

Date: September 26, 2019

RE: Northeast Gateway/ Welaunee Boulevard
Peer Review of Traffic Modeling Methodology Dated September 2019 DRAFT

Upon Blueprint request, Michael Baker International performed a review of the September 2019 Draft Traffic Modeling Methodology Report and supporting documentation prepared by Kimley-Horn and Associates (NE Gateway Consultant). The goal of this review is to determine if the acceptable approaches were taken and to scan the veracity of the results.

Our team received the following documents provided by the NE Gateway Consultant:

- 9/3/19: NE Gateway Traffic Modeling Methodology Report (DRAFT)
- 9/4/19: Copy of NE Gateway Consultant Scope of Services and Traffic Analysis Methodology Report dated January 2019 (FINAL)
- 9/6/19: Conducted phone meeting with NE Gateway Consultant to discuss work product. Received two (2) Traffic Modeling Scenarios Matrices for AADT and Growth Comparisons

The following summarizes our findings and offers recommendations for Blueprint and the NE Gateway Consultant to consider moving forward.

Comment 1:

Provide sub-area model calibration results consistent with FDOT traffic modeling handbook requirements.

Justification:

The defined modeling approach identified in the Traffic Modeling Methodology Document was to utilize the available regional demand model to conduct several network scenarios to determine the impact of any proposed new connections on neighborhoods and other existing roadways. The regional demand model is

an appropriate tool for testing the relative impacts of different network and lane call scenarios. However, to ensure the validity of these results, there are model requirements, primarily model calibration/validation of the sub-area, which should be verified prior to evaluating any proposed alternatives.

The September 2019 DRAFT report discussed “Model Validation” steps; however, the content of that section discussed confirmation of land use assumptions and model assumptions for future year networks, but did not reflect model validation for actual current conditions of the sub-area. A meeting was held with the NE Gateway Consultant on September 6, 2019 to confirm this methodology. Through this discussion, it was confirmed that the basis of the analysis starts with the assumption that the last regional model “validation” in 2007 was acceptable for this study. This may in fact be true; however, a regional validation is performed to ensure that the region reflects total number of trips, and traffic on major roads, it is not always accurate for a given sub-area, which is why sub-area validation is typically an important 1st step before conducting future year build alternatives analysis. Therefore, some form of sub-area validation/calibration is recommended. In our opinion, we have no confirmed evidence from documentation provided to us that supports whether this sub-area is valid or not; however, there may be ongoing work by the NE Gateway Consultant or previous sub-area validation studies that we are not currently aware of.

Comment 2:

Provide summary comparison tables within the final report for each alternative scenario under consideration.

Justification:

The future year networks and alternatives presented by the Consultant’s analysis are numerous. It will be important that comparison tables be prepared to make it easily understood what the benefits are to different alternatives. Some tables (not included in the methodology document) were shared after we held discussions. These types of tables will be important for future readers of these results.

Comment 3: Conduct Post-Processing for future forecast results

Justification:

As of the time of this review of the Traffic Modeling Methodology Draft Document dated September 2019, the model results contained in the report are considered “raw”, meaning they are straight outputs taken from the regional model. While these results are useful in comparing alternatives, they may not reflect “actual” forecasts. We recommend that post-processing of forecasts be included. This ties into the model validation, post processing procedures to account for model error by taking the differences in the base year and applying to future years.

As these results go to public scrutiny, this information could be misleading. For example, a model result could show Road "X" at 10,000 vpd but based on a model error 2,000 vpd the forecast volume should be 8,000 vpd (10,000-2,000). This is an overly simplistic example, however given the nature of roads and constituencies being affected these minor differences in traffic volume results will matter and may become a source of challenge.

In summary, based on our review of the draft documentation provided by the NE Gateway Consultant, we recommend the following considerations:

- Establish screen line and cut lines that are universal for model validation and comparisons of alternatives
- Base year sub-area model validation: At a minimum, a comparison of ground counts to model outputs should be made at the screen line and cut line level. A determination should then be made if further calibration to the demand model must be conducted.
- A Post processing method should be developed and incorporated into the final report.

Next Steps:

A review of the actual model files and direct model outputs has not been conducted to confirm that network coding reflects the report documentation. Once the NE Gateway Consultant conducts sub-area validation and post-processing, the model files should be reviewed for concurrence with the written study.

Additionally, review of model results should be conducted after further work products are prepared and/or responses and additional information is provided by the NE Gateway Consultant. Until the validation is conducted of the base model, it will be difficult to ascertain the reasonableness of the forecasted future condition results.

Please contact our office if you have any questions regarding these recommendations.

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Legend

- Potential Phase I Rural Road (Funded by Blueprint)
- Potential Phase I Urban Road (Funded by Blueprint)
- - - - - Potential Future Road (Not Funded by Blueprint)
- Proposed Welaunee Greenway



Corridor	Description
No Build Scenario	Existing roadway network without the proposed improvements.
1	Extend Welaunee Boulevard north over I-10 to connect at the existing intersection of Centerville Road and Roberts Road as well as extend Shamrock Street to connect with Welaunee Boulevard.
2	Extend Welaunee Boulevard north over I-10 to connect with an extension of Shamrock Street.
3	Extend Welaunee Boulevard north over I-10 to connect at the existing intersection of Centerville Road and Roberts Road.
4	Extend Welaunee Boulevard to connect with an extension of Thornton Road, south of I-10.

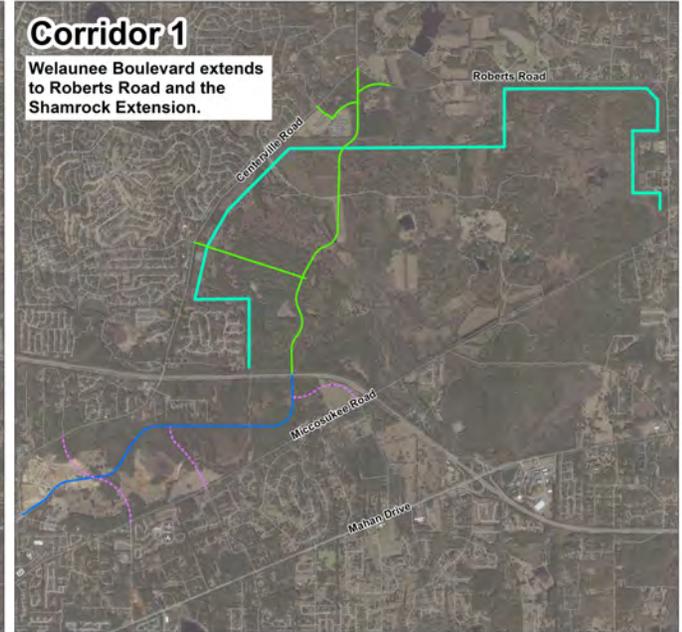
No Build Scenario

Welaunee Boulevard does not extend outside of the Canopy Development District.



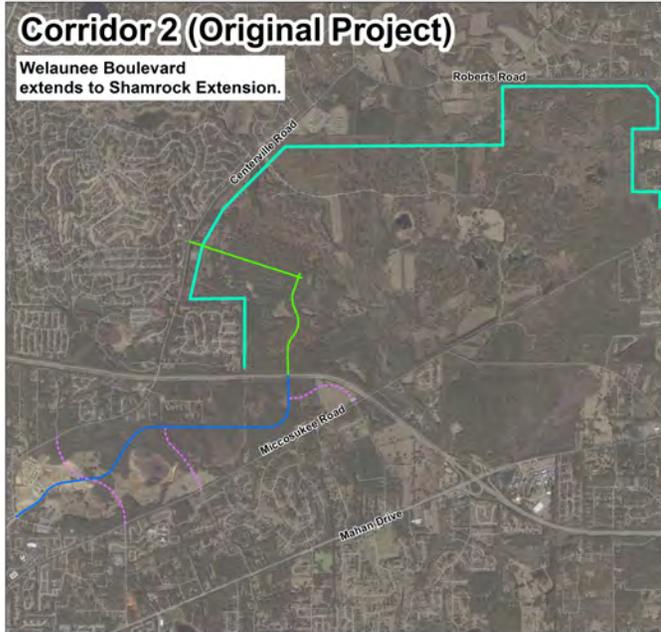
Corridor 1

Welaunee Boulevard extends to Roberts Road and the Shamrock Extension.



Corridor 2 (Original Project)

Welaunee Boulevard extends to Shamrock Extension.



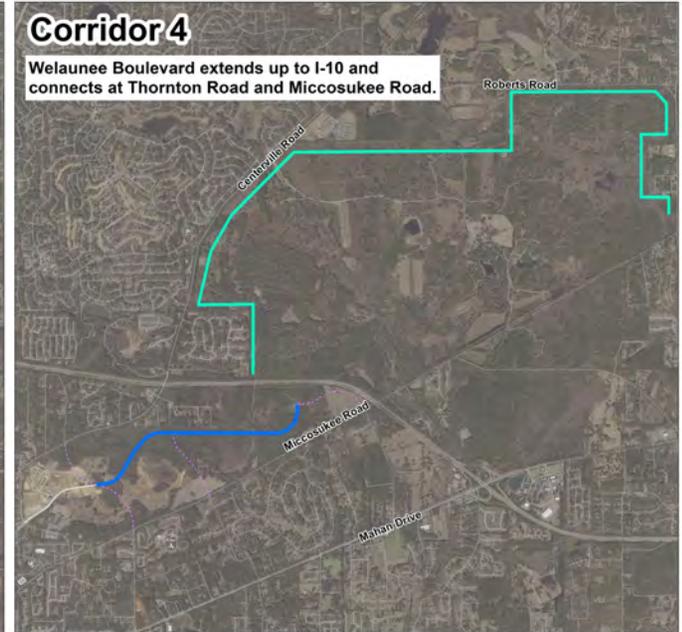
Corridor 3

Welaunee Boulevard extends to Roberts Road.



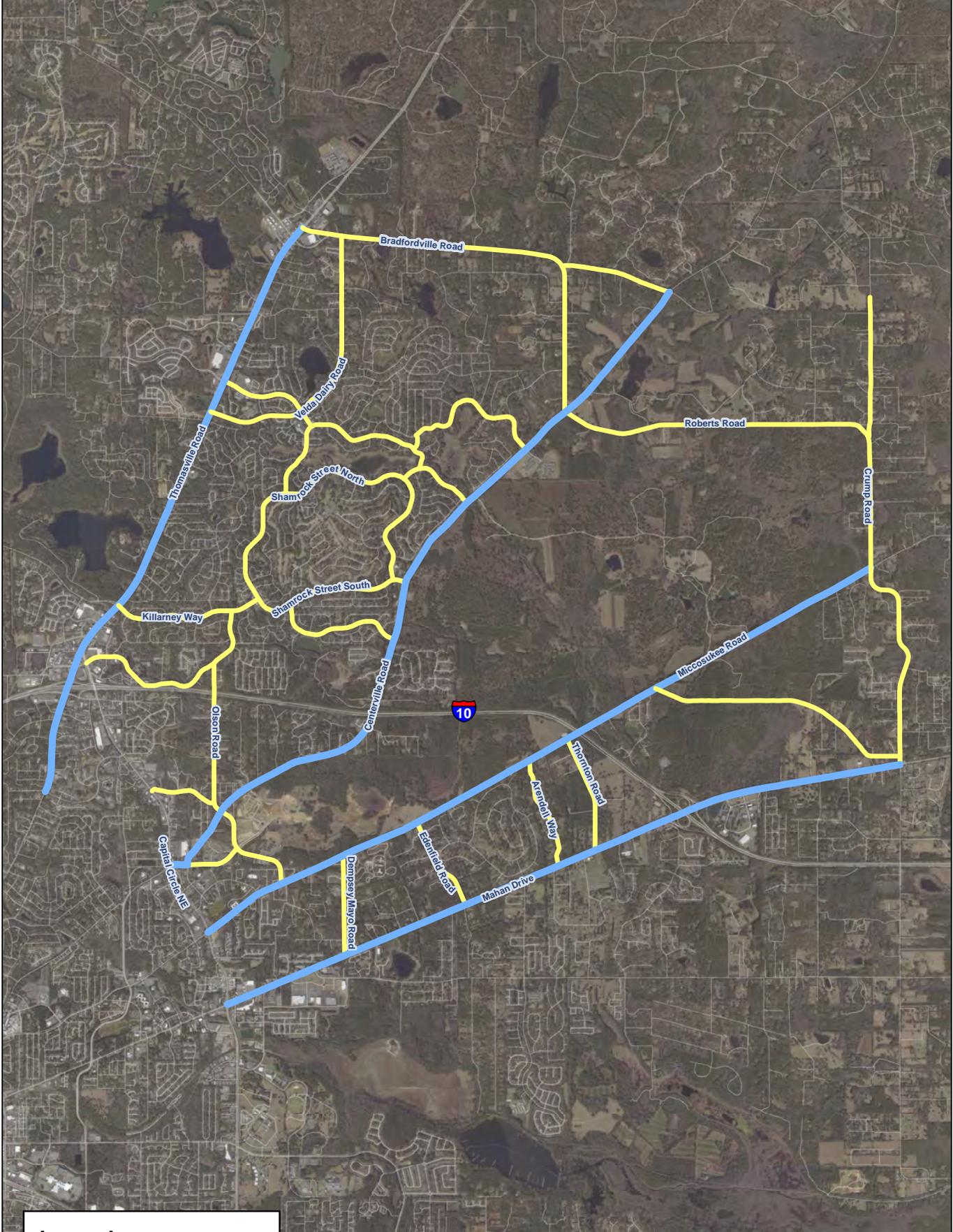
Corridor 4

Welaunee Boulevard extends up to I-10 and connects at Thornton Road and Miccosukee Road.



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Northeast Gateway: Welaunee Boulevard Project Development and Environment Study Traffic Modeling Study Segments



Legend

- Community Collectors
- Arterials of Primary Focus

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Purpose and Need

The purpose of the project is to improve regional mobility and enhance connectivity for motorized and non-motorized users. In addition, the Northeast Gateway will reduce transportation pressures on surrounding roadways resulting from existing, ongoing, and proposed development on adjacent properties.

The project is needed to provide an alternative route for existing users of Centerville and Miccosukee Roads—two scenic roadways that are locally protected and designated as Canopy Roads. Ongoing and proposed development of the 7,000-acre Welaunee Critical Area Plan, which is nearly entirely located between Centerville and Miccosukee Roads, will result in increased congestion on these two Canopy Roadways, should a new transportation facility not be developed. In addition, the project is anticipated to provide relief to US 319 (Thomasville Road) and US 90 (Mahan Drive)—the first phase of a new regional gateway into Tallahassee.

Traffic Modeling Summary Matrix

Criteria	Opening Year 2025 Corridor				Interim Year 2035 Corridor				Design Year 2045 Corridor						
	No Build Scenario	1	2	3	4	No Build Scenario	1	2	3	4	No Build Scenario	1	2	3	4
Evaluation of Primary Arterials															
Relieves Centerville Road	—	✓	✓	✓	✓	—	✓	—	✓	✓	—	✓	—	✓	✓
Relieves Miccosukee Road	—	✓	✓	✓	✓	—	✓	✓	✓	✓	—	✓	✓	✓	✓
Relieves Thomasville Road	—	✓	✓	✓	✓	—	✓	✓	✓	✓	—	✓	✓	✓	—
Relieves Mahan Drive	—	✓	✓	✓	✓	—	✓	✓	✓	✓	—	✓	✓	✓	✓
Potential for a Future I-10 Interchange	—	✓	✓	✓	—	—	✓	✓	✓	—	—	✓	✓	✓	—
Evaluation of Secondary Arterials and Noteworthy Connectors															
Relieves Killlearn Estates Roadways	—	✓	✓	✓	✓	—	✓	—	✓	✓	—	✓	✓	✓	—
Relieves Killlearn Center Boulevard	—	✓	✓	✓	✓	—	✓	✓	✓	✓	—	✓	✓	✓	✓
Relieves Olson Road	—	✓	✓	✓	✓	—	✓	✓	—	—	—	✓	✓	✓	—

— = No Relief* ✓ = Some Relief ✓✓ = Great Relief

*Relief indicates a reduction in transportation pressures on surrounding roadways resulting from existing, ongoing, and proposed development on adjacent properties.

Preliminary Construction and Right-of-Way Cost Comparison

No Build Scenario	Corridor 1	Corridor 2	Corridor 3	Corridor 4
None	\$42 Million	\$32 Million	\$39 Million	\$20 Million

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2



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Tim Turner

Address: 3120 N Shannon Lakes

Phone: 850-907-5761

E-mail: turnert@gtlaw.com

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments: The differences in Corridors 1 & 3 are minimal, but choosing 1 will have a significantly greater negative impact on traffic in the Killbuck neighborhoods than if 3 is chosen.



Comment Form

3

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: LEE SWANSEN

Address: 2631 BANTREY BAY

Phone: 850-339-1633

E-mail: LSWANSEN@Comcast.net

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input checked="" type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

Personally I am a proponent of growth and development as it makes the city more attractive to new business and new residents.

While Corridor 1 is over the proposed budget it does appear to offer the most logical solution for the future increase in traffic thru the NE.

4



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Jenny Crowley
Address: 3209 Heather Hill LN 32309
Phone: 850 893 7919
E-mail: jhcrowley@yahoo.com

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments: Consider Options 3 or Option 4 best serve
the current homeowners in Killearn - A
connection to Shamrock is NOT beneficial
to our established community of homeowners.
Dumping Welaunee traffic into Killearn Estates
streets devalues our neighborhood and
decreases our property values.
Pushing for the creation of an I-10
interchange would benefit Welaunee and
remove/decrease traffic on the canopy roads.
Please make this a priority too.
Consider 1 is NOT an option for the
preservation of Killearn Estates. It will destroy
our neighborhood -

5



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Mike Crowley

Address: 3209 Heather Hill Ln

Phone: 893-7919

E-mail: crowleym3209@yahoo.com

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments:

I am sure the display boards make sense to the Blueprint folks but I feel they speak defeat. I asked for current traffic counts and was told "we have it but we don't show it here. Just go by the model numbers." Why are they not available? Have current traffic studies been done?

~~Shannon~~ It looks like from the models that Shannon Lakes N will have more traffic than Shannon and it is a small (width) road. I asked what the developer was paying for the infrastructure needed for his project to succeed - they did not know.

Model 3 is my preference then 4. The others will destroy the Hillside neighborhoods!

I have worked for Blue Print in the Past but will



Comment Form

6.

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Terrence Truesdell
Address: 3086 Shamrock St. S.
Phone: 850 445 9247
E-mail: ttruesdell@comcast.net

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments:

Corridor 3 seems to be the best, I don't believe the people driving thru Shamrock S will not increase traffic flow onto Killeen Way. Not building the Shamrock extension is the best way to keep Shamrock S traffic from increasing. Still there will be those traveling South on Centerville Rd that will use Shamrock S to cut thru to Thomasville Rd, they already do!

7



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: CAROLE BUTLER

Address: 3214 SHAMROCK ST EAST

Phone: _____

E-mail: CAROLE BUTLER@LIVE.COM

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments: THE ONLY SOLUTION TO TAKE TRAFFIC OFF THOMASVILLE ROAD AND CENTERVILLE ROAD IS CORRIDOR (3). I LIVE ON SHAMROCK ST EAST AND CORRIDOR 1+2 WILL DESTROY KILLEARN ESTATES WHERE I HAVE LIVED + LOVED FOR 28 YEARS. IF COMMISSIONERS IN BOTH CITY AND COUNTY WANT TO GET RE ELECTED THEY WILL LISTEN TO THE VOICE OF KILLEARN AND STOP THE SHAMROCK SOUTH CONNECTION. I AM ESPECIALLY TALKING TO COMMISSIONER BRIAN DESLOGE AND MARY ANNE LINDLEY WHO I HAVE SPOKEN TO PERSONALLY ABOUT KILLEARN. WE ARE THE PEOPLE WHO VOTE FOR YOU AND WE ARE THE PEOPLE WHO CAN VOTE YOU OUT! PEOPLE RULE NOT DEVELOPERS!



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Mary Alma hang
Address: 6025 Roberts Road, 32309
Phone: 850-893-7644
E-mail: tallydml@earthlink.net

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Farm Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments:

If Corridor (1) or (3) are advanced; I would request a change in the connection with Roberts Road.



Comment Form

9

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: PATRICIA CURTIS

Address: 3061 BAY SHORE DR. TALL., 32309

Phone: 850-765-2426

E-mail: pacurtis117@gmail.com

Interest in project:

- | | | | |
|--|--------------------------|---------------|--------------------------|
| <input checked="" type="checkbox"/> Self | <input type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| <input type="checkbox"/> Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| <input type="checkbox"/> Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments: I prefer either Corridor 1 or Corridor 3.
My main concern is that any new
connector road not bring new traffic into
Kellearn Estates, a long-established neighborhood
of an estimated 7,000 to 8,000 residents.
Corridor 2 would do just that, routing traffic
along Shamrock to Kellarney and then to
Thomasville Rd. This option (Corridor 2)
would do little to relieve traffic on
TVille Rd and would increase congestion,
noise and pollution for Kellearn residents.



Comment Form 10

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: J. Davenport

Address: _____

Phone: _____

E-mail: _____

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments:

Great Job Everyone!

Very informative.



Comment Form

11

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Danielle Witherington
Address: 3243 Shamrock St. East
Phone: 850 894 2826
E-mail: daniellejorden@hotmail.com

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments: I have concerns regarding affects on quality of life and property values in Killbuck Estates should an extension road be built onto Shamrock. I do not understand how the needs ~~of~~ and desires of a developer of a new development / possible future developments (Welaunee) would be allowed to trump the quality of life and desires of residents of an existing established neighborhood like Killbuck Estates.



Comment Form 12

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: DAVID SWAN

Address: 3867 MORIARITY COURT , 32309

Phone: _____

E-mail: _____

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments:

I would like to see corridor 3 built
and operating before a connection to
Shameock is built.



Comment Form

13

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Rick & ELAINE SHOOK

Address: 2813 Roscommon Drive

Phone: _____

E-mail: rockyshook@comcast.net

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

Our belief is that Corridor 3 would meet the need of eliminating traffic on Shamrock & Killearny Way. These are our biggest concerns. It appears that Corridors 1 & 2 will increase traffic on Shamrock & Killearny way. Both these roads are already overwhelmed with traffic and this will only get worse by enabling people to cut through using these 2 streets.



Comment Form 14

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: JAMES W. WALTERS
Address: 3222 SHAMROCK ST E
Phone: 850-421-8198
E-mail: WALTERS316@MLNSPRING.COM

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments: THE ONLY DIFFERENCE IN THE STUDY IMPACTS
BETWEEN #1 & #3 IS OLSEN ROAD HAS LESS TRAFFIC
IF WELAUNEE EXTENSION CONNECTS TO SHAMROCK SOUTH
YET THE IMPACT TO THE KILLEARN COMMUNITY
WILL BE ~~VERY~~ MUCH. THE CUT THRU TRAFFIC
WILL CHANGE THE NATURE OF OUR NEIGHBORHOOD.

I OPPOSE OPTION I WITH EVERYTHING IN ME
EITHER #4 OR #3 IS PREFERRED.
#4 WILL PROVIDE TIME TO SEE WHAT IS NEEDED
BEFORE COMMITTING MILLIONS OF \$

[Signature]



Comment Form

15

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: John & Suzie Till
 Address: 3024 Shawerock N
 Phone: 858-445-9012
 E-mail: fsutill@hotmail.com

Interest in project:

- | | | | |
|-------------------|--------------------------|---------------|--------------------------|
| Self | <input type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

Why consider running a bypass proposed road thru an established subdivision?

Have another you considering doing this? Or have done it to!!!

None!

Scratch opt. 2 + do opt. 3. w/ I-10 exchange



Comment Form

16

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study



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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Tracy Ryan

Address: 2538 Stonegate Dr

Phone: _____

E-mail: _____

Interest in project:

Self	<input type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments:

CONSIDER #3 IS THE BEST MODEL!

- IT'S TRAFFIC COUNTS ARE MORE REALISTIC

- IT ACCOMPLISHES THE GOAL OF TAKING AUTOS NORTH OF TOWN CENTER OFF OF CENTERVILLE + THOMASVILLE RD, ESPECIALLY

LIKELY CHANGE ALL DEVELOPERS A CONCERNENCY ~~FOR~~ #2! REMOVE THE CITIZENS' BURDEN THAT ONLY BENEFITS THE DEVELOPERS + RESIDENTS IN TOWN CENTER,

7



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: J.B. Holden

Address: 4017 Andara Drive, Tallahassee, FL 32309

Phone: 850-509-5316

E-mail: JBHolden18@gmail.com

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

I am very pleased the board and elected officials looked into alternatives. As a resident of Killman Estates I am pleased with Corridor 3, it has the best traffic relief long term to the neighborhood, is more fiscally responsible, and provides a suitable alternative and meets the needs of the project.

I feel you would have overwhelming support for KHA and Killman residents with Corridor 3.



Comment Form

P.1
19A
of
4

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: MICHAEL SEVER

Address: 3176 SHAMROCK EAST

Phone: 510-5791

E-mail: SEVERO1@COMCAST.NET

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input checked="" type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input checked="" type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input checked="" type="checkbox"/>

Comments: First and foremost, the planning for these projects have gone forward against the wishes of the public. Having attended meetings concerning the Welaunee roadways, I see that money and poor planning of a development, due to this money and political influence peddling are going to cause harm to thousands of residents. This is wrong and my vote will go to someone who is not influenced other than by the people who elected him/herself to office. If the officials can not abide by citizen input, they can & will be removed from office.

Secondly, has any person doing the planning, seen or used access roads which parallel major arteries such as interstate highways? These access



Comment Form

198⁴

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: MICHAEL SEYER

Address: _____

Phone: _____

E-mail: _____

Interest in project:

- | | | | |
|-------------------|--------------------------|---------------|--------------------------|
| Self | <input type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

arteries re-route traffic to alleviate congestion, not create it!! The plan, as it exists, creates congestion for an established neighborhood. Killam is based upon a loop with main arteries. Create the same system in Welaunee. The figures used for traffic numbers in certain areas is absolutely erroneous and it is ludicrous to think the "powers that be" can cram this down our throats + make us believe or accept it.

Thirdly, scrap all of this so-called planning + start over with something more feasible to meet the needs of Welaunee (which is neither a "grove" or a canopy) without destroying the lives of others in



Comment Form

19c

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: MICHAEL SEVER

Address: _____

Phone: _____

E-mail: _____

Interest in project:

Self	<input type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments:

the process. without anything other than common sense I can see the loss of the land that Welaunee has already stripped & piled over lot line dwellings upon. For a planned community (which Southwood created reasonably well) this one is a poor joke and utter destruction of once beautiful land. at least Southwood kept much of their environmental beauty as well as their integrity in the process. Welaunee has done neither and now they want the city to foot the bill over what has become a boondoggle. People who wish to move there should accept the fact that they will be inconvenienced with roadways which take them out of the way



Comment Form

190

P4
of
4

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: MICHAEL SEVER

Address: _____

Phone: _____

E-mail: _____

Interest in project:

- | | | | |
|-------------------|--------------------------|---------------|--------------------------|
| Self | <input type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

as opposed to destroying long established neighborhoods. There are other ways to do this.

Finally, remember that we vote, and as it states in the fine words of Thomas Jefferson, "it is the right of the people to change or alter government to their own means".

Brian Desloge: Vote no on this mess in the works.

Otherwise I will be looking to vote for someone who will look after the will of the people!!

Represent those who put you in office.



Comment Form

20

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Stephen Martin

Address: 2625 Stonegate Dr Tallahassee, FL 32308

Phone: (850) 893-2546

E-mail: smardon@aol.com

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

I would like serious consideration for extending Welaunee Blvd without adding an I-10 Interchange. This would prevent Interstate traffic from congesting our local roadways. I reside off Centerville Rd directly north of Welaunee Plantation. An Interstate Interchange would bring semis and other non-local traffic into our area. I am strongly opposed to those vehicles impacting our local roadways and our quality of life. We have already experienced adverse impacts from the canopy development on Welaunee Plantation. If Welaunee Blvd is to be expanded, please do so without further impacting our quality of life by adding Interstate traffic to our local roadways.



Comment Form

21

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
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NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: STEVE BOHL

Address: 5979 THORNTON LANE

Phone: _____

E-mail: _____

Interest in project:

- | | | | |
|-------------------|--------------------------|---------------|-------------------------------------|
| Self | <input type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input checked="" type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input checked="" type="checkbox"/> |

Comments:

DO NOT BUILD ANYTHING ON THORNTON
ROAD II. NO EXPANSION AND WILL NOT SUPPORT.
NOT FUNDED AND SHOULD NOT SHOW IT.

22



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Rob Lombardo

Address: 9601 Micoosukee Rd lot 54, Tall. 32309

Phone: 850 570 9325

E-mail: sayvit47@gmail.com

Interest in project:

Self	<input type="checkbox"/>	Firm / Agency	<input type="checkbox"/>	Board Member
Government Agency	<input type="checkbox"/>	Civic Group	<input checked="" type="checkbox"/>	Keep it Rural
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>	

Comments:

1) Wider easement for perimeter greenway to encourage close proximity to residential areas - 300 foot min.

2) Greenway w multi-use trails alongside all BluePrint roadways

3) Locate area and regional parks in these developments to reduce road trips on weekends

4) Figure out how to signal roundabouts - someone needs to ensure pedestrian safety



Comment Form 23a

828

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Rob Lombardo

Address: 9601 Miccosukee Rd Lot 54, Tallahassee 32309

Phone: 850 570-9325

E-mail: sayvit47@gmail.com

Interest in project:

- | | | | |
|-------------------|--------------------------|---------------|-------------------------------------|
| Self | <input type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input checked="" type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Friends
Miccosukee
Canopy Road
Greenway
1998-present
Trust for Public
lands 1994-
1998
Leon County
Parks and Rec
Planning Team
1995-1998

Comments:

- 1) Expand greenway width along perimeter to 300 feet to allow for growth and increased use. Preserve this perimeter as a buffer for traffic. All multiuse trails
- 2) Add greenways of at least 100 feet on both sides of all BluePrint funded roadways. These linear parks will reduce traffic associated with pursuit of recreation for future homeowners. All should have multi-use trails
- 3) Move the Leon Co. NE park to the new development rather than encourage more car trips to Thomasville Rd
- 4) Bridge over I-10 should have multi use trails for horses, pedestrians and cyclists.

(over)

5) If roundabouts are planned for Blue Print roadways
make sure they are signaled, i.e. a push button
feature that stops traffic in all directions so
pedestrians, including children and seniors can
cross the road safely.

23B

Thank you!

2 - Fold Here

Place
Stamp
Here

Dan Scheer, P.E.
Project Manager
Blueprint Intergovernmental Agency
315 South Calhoun Street, Suite 450
Tallahassee, FL 32301

1 - Fold Here



Comment Form 24

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

Montford School
netz

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: FLIP FROELICH

Address: 3402 CAMERON CHASE 32309

Phone: 850-273-3547 cell

E-mail: froelich@magnatfsc.edu

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input checked="" type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

12-3-19

Comments: Good Presentation & Good Maps on Display. Hope to see all First, with the traffic model numbers, on the website tomorrow

One Comment: I am convinced that Corridor 4 should be designed to hold FIRST with the I-10 interchange (IIS) in correct orientation to extend Welaunee north & complete Corridor 2 in segments to connectors in stages — corridor 2 FIRST (Shawnee connector) and Corridor 3 Next (Roberts + Bradfordville + Centerville connectors). Eventually the roadway must include Roberts Rd. east to Macintosh.

DF

25

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Diane Walters

Address: 3222 Shamrock St E

Phone:

E-mail: dianewalters@mindspring.com

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

Corridor 1 and 3 are pretty close in outcome
in terms of relief for all three time periods. ~~The~~
~~number of people living~~ The final decision between
the two corridors should be which one least
impacts a neighborhood., that would be
Corridor 3 which also costs less.



Comment Form

26

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Maggie Winkler

Address: 4125 Arklow Dr. 37309

Phone: 850-893-4554

E-mail: maggiewinkler@hotmail.com

Interest in project:

- | | | | |
|-------------------|--------------------------|---------------|--------------------------|
| Self | <input type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

Already too much traffic on Sharnbrook!

Choose another way to Thomasville Rd

**Northeast Gateway: Welaunee Boulevard Project
Development and Environment (PD&E) Study**

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Sadduth Ree Cummings
Address: 3990 Meandering Lane, Pelly 32308
Phone: 850-727-4233
E-mail: SCummings206@Comcast.net

Interest in project:

Self

Firm / Agency

Government Agency

Civic Group

Business Owner

Other

Neighborhood

Comments:

How will there be provision for the safety of pedestrians crossing Mecosukoe Rd. to walk in the Greenway? Especially, how will we navigate the proposed roundabout?



Comment Form 28

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Barry Pollner
Address: 3009 Corrib Dr.
Phone: 893-4288
E-mail: barpoll@comcast.net

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

Corridor 1 - concerned about the extra traffic, speeding + congestion - this will cause. It will also be more dangerous for walkers & bicycle riders. Traffic could become so heavy they might consider 4 laning Shamrock & Killeary Way
* I recommend Corridor 3.

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Virginia Seymour
Address: 3436 Sedona Loop
Phone: Tell 32308
E-mail: VAGAFIA@outlook.com

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|-------------------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input checked="" type="checkbox"/> |

Forest Commons
H.O.A.

Comments:

My overall concern, other than \$ - is the proposed roads onto Micosukee Road. Micosukee is very narrow (deep ditches), with curves and hills and is already very heavily traveled - the intersection (Round + A-bout) at Flishman + Micosukee is not well designed because it is dominated by the west bound traffic on Micosukee.

CORRIDOR 4

Do not raise ⁴¹¹ my sales tax -

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: JAMES DLCESE

Address: 3032 CORRIB DRIVE

Phone: (850) 321-5915

E-mail: jamesolcese@yahoo.com

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

Tallahassee will grow and continue to add more and more drivers. Adding more roads and/or more lanes per road is necessary, but not sustainable. We need dedicated lanes for multi-occupancy vehicles (private + public transport) and lanes for bicycles on every new road. To maintain safety (+ lower traffic speeds) there should be speed humps at regular intervals. Frequent traffic lights would also slow speeders. In Europe I have seen that streets through residential neighborhoods are "choked" (narrowed to one lane by large cement planters etc) intentionally every 100 meters or so, and while perhaps a bit aggravating to people in a hurry, they do effectively slow traffic and probably motivate certain drivers (e.g. large vehicles, speeders, etc) to look for alternative routes rather than going through residential streets. This should be tried here!



Comment Form

32

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Michael Hogan

Address: _____

Phone: 893-7716

E-mail: _____

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

I agree w/ the extension connecting to Shamrock
ie Shamrock extension then continue to Roberts Rd.
However, I am not for a connection to I-10.

33



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: STEPHEN HODGE

Address: 3252 CRAWLAGE DR

Phone: 850 893 0524

E-mail: STEPHENWHODGE@GMAIL.COM

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

OPTION 3 IS WHAT I THINK WORKS
BEST FOR THE WELL ESTABLISHED
KILLEEN HOME OWNERS (I AM ONE)

I AM CONCERNED THAT THE MODEL WILL
NOT REFLECT PEOPLES DESIRE TO "CUT
THROUGH" KILLEEN TO GET TO OTHER
PLACES ESPECIALLY NON-WORK
TRIPS

**Northeast Gateway: Welaunee Boulevard Project
Development and Environment (PD&E) Study**

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Judy Hedge
Address: 3252 Cranleigh Drive
Phone: 850 893 0524
E-mail: JDHDP3@gmail.com

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments:

Resident 33 years

*My Choice
Corridor 3 - No Shamrock Extension
My lifestyle
No reason for Shamrock extension*

Serves us no purpose (If we can't go straight through to mee / 90 it adds no value to me personally)

*We can already use Centerville
We can use Thomasville
We can already use Roberts*

IF No ^{new} Interstat exchange - no point at this time

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: STEVEN MANUEL

Address: 3106 FERNS GLEN DR

Phone: 850 510 2041 (c)

E-mail: STEVEN.MANUEL@gmail.com

Interest in project:

- | | | | |
|----------------------------|--------------------------|---------------|--------------------------|
| Self HOME OWNER | <input type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

YOUR CHARTS ARE DISHONEST, THEY ONLY RELATE TO
TRAFFIC USE IF NO ACTION IS TAKEN. BETTER CHARTS
SHOULD IMPACT TO KILLEARN FROM PRESENT USE.
I AM WILLING TO MEET AND TELL YOU WHY EACH
OF YOUR DISCUSSION POINTS ARE WRONG OR MISLEADING.
IN ALL MODELS, MY STREET SHOWS INCREASE
AND SEE NO REASON TO HELP CREATE THAT CONDITION.
I DO NOT WANT THIS PROJECT PAID FOR
AT MY EXPENSE - NO CONNECTION WITH KILLEARN

I MAKE COMMENTS / ASKED QUESTION BUT
NO RESPONSE - WHY

YOU PROTECTED GAINS ST WHY NOT KILLEARN?
417



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Tom Butler

Address: 3214 Shamrock Street East

Phone: _____

E-mail: _____

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments: Welaunee Boulevard will not relieve traffic pressure if it is not built as a limited-access road. Instead, it will attract a swarm of commercial developments that will quickly turn it into a copy of West Tennessee Street. While this may benefit the real-estate developers and the franchisees, it will not benefit the public. Instead, it will be a taxpayer subsidy to the developers

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Glen and Mary Aiken
Address: 2909 Giverny Circle
Phone: 859 - 227 - 9490
E-mail: gmaiken.5@hotmail.com

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

I'm in favor of corridor 3 plan
I do not feel any connection
that would cause more traffic on
Shamrock Street South would benefit
the Killlearn Estates neighborhood.

If the Welaunee road is extended
I believe Roberts Road is a better option.

Keep our neighborhood free of traffic
PLEASE

Mary Aiken

**Northeast Gateway: Welaunee Boulevard Project
 Development and Environment (PD&E) Study**

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Sue Hayes
Address: 5800 Veterans Mem. Dr. Tallahassee, FL 32309
Phone: 850 893 0222
E-mail: _____

Interest in project:

- | | | | |
|-------------------|--------------------------|---------------|-------------------------------------|
| Self | <input type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input checked="" type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |
- Friends of Mica. Civi
 Southern Trailriders
 Trust For Public Land*

Comments:

It is important to keep the greenway multi-use as this project continues because it will traverse very rural land and there are a lot of horses in the area. If a recreation bridge is constructed over I-10, it needs to accommodate horses. There are 2 such bridges now - 1 over I-75 at the Cross Fl. GW and 1 over I-95 at the Fla Agriculture Museum in Flagler Cty. Also, consideration should be given to larger parcels of land in the developments for people to house their horses at home and utilize the GW



Comment Form

Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

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- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: TERRY RYAN

Address: 2538 STONEGATE DR.

Phone: 321-9352

E-mail: TERRY@METRAKHER.COM

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input checked="" type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments:

VERY CONCERNED WITH TRAFFIC STUDY NUMBERS
DEVELOPED ON THE 2025 ^(UNDEVELOPED) CHART & OF THIS ALONG
ARTERIAL ROADS CONNECTING WITH FERDER & IVE
CONNECTOR ROADS DO NOT MAKE SENSE.
ASSUMPTIONS, FORMULAS, ON THE 2025 "NO DEVELOPMENT"
CHART GREATLY INFLUENCE ALL OTHER CHARTS, POSSIBLY,
ERRONEOUSLY-



Comment Form

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Northeast Gateway: Welaunee Boulevard Project Development and Environment (PD&E) Study

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: RICHARD WOERNER

Address: 3204 STORRINGTON DR., TALLAHASSEE, FL 32309

Phone: _____

E-mail: RWOERNER01@COMCAST.NET

Interest in project:

- | | | | |
|-------------------|-------------------------------------|---------------|--------------------------|
| Self | <input checked="" type="checkbox"/> | Firm / Agency | <input type="checkbox"/> |
| Government Agency | <input type="checkbox"/> | Civic Group | <input type="checkbox"/> |
| Business Owner | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Comments:

I AM COMPLETELY AGAINST CORRIDORS 1 & 2. THE TRAFFIC MODELING SUMMARY MATRIX SHOWING SOME OR A GREAT RELIEF 2025 - 2045 DOES NOT MAKE SENSE. RATHER, THE INCREASE IN TRAFFIC IN KILLIPAN WILL SIGNIFICANTLY DECREASE THE VALUE OF THE HOMES, NOISE LEVELS INCREASE DUE TO INCREASES IN LARGE COMMERCIAL VEHICLES USING THE ROADS, AND DESTROY THE ROAD ITSELF. IF YOU WANT TO IMPROVE REGIONAL MOBILITY, ELIMINATE THE CANOPY ROAD DESIGNATIONS OF CENTER VEELED MERIDIAN ROADS & 4-LANE THEM. AT THIS POINT, I WOULD RATHER NOTHING BE DONE THAN DESTROY KILLIPAN.

**Northeast Gateway: Welaunee Boulevard Project
Development and Environment (PD&E) Study**

- Complete and leave in comment receptacle at meeting, or
- Fold and mail to the address printed on the back of this form, or
- Email Project Manager at Daniel.Scheer@blueprintIA.org
- Reply by December 13, 2019.

NOTICE: The information provided below is a matter of public record subject to examination by the general public upon request.

Name: Michael Rosenthal

Address: 4045 Kilmartin Drive

Phone: _____

E-mail: _____

Interest in project:

Self	<input checked="" type="checkbox"/>	Firm / Agency	<input type="checkbox"/>
Government Agency	<input type="checkbox"/>	Civic Group	<input type="checkbox"/>
Business Owner	<input type="checkbox"/>	Other	<input type="checkbox"/>

Comments: I support the "No Build Scenario" option for the NE Gateway.

The build options will destroy our neighborhoods and the environment.

You profess to be environmentalists, but new roads will produce more greenhouse gases.

The best way ~~to~~ to encourage the use of public transportation is to not build any more roads.

Building roads is just corporate welfare for the benefit of developers, and the politicians they own.

Daniel Scheer

From: Chuck Headings <chuck.headings@gmail.com>
Sent: Friday, December 6, 2019 3:56 PM
To: Daniel Scheer
Subject: I support Corridor 1

Dear Mr. Scheer,

I forgot a subject line in my first email.

I want to make sure my voice is heard.

I have attended meetings and been reading about Blueprint's plans to extend Welaunee Boulevard.

I am writing you to go on record, in support of the Corridor 1 option.

Respectfully,

Charles Headings

Daniel Scheer

From: Jay Bostwick <JBostwick@sperryconstruction.com>
Sent: Friday, December 6, 2019 3:55 PM
To: Daniel Scheer
Subject: N.E.Gateway

Daniel,

I have been keeping up with the meetings on the Northeast Gateway project and would like to recommend adoption of the corridor 1option. It seems to be the best option and in the best interest of Tallahassee and its citizens. I would hope you agree this is our best option for the new corridor.

Thanks,
Jay Bostwick
Vice President-Business Development
Sperry & Associates, Inc.
(T) 850-562-1101
(M) 850-556-2188

Daniel Scheer

From: Charlie Lee <cle@regionalreg.com>
Sent: Friday, December 6, 2019 3:38 PM
To: Daniel Scheer
Subject: NE Gateway

Daniel,

I understand you are the project manager for the NE Gateway project. I wanted to let you know I am in support of Corridor 1. It alleviates traffic on Centerville and likely Thomasville & CCNE for commuters from Bradforville and South Georgia. I know there has been pushback from Killlearn residents, but the traffic study shows that Killlearn should not be heavily affected. It also makes sense because it was chosen as best performing.

Thanks for your consideration.

Charlie Lee
Regional Real Estate Group
P.O. Box 15889 Tallahassee, FL 32317
Direct – 850-894-4203
Cell - 850-545-6461
cle@regionalreg.com

Daniel Scheer

From: Jason Ghazvini <jghazvini@gmail.com>
Sent: Friday, December 6, 2019 3:31 PM
To: Daniel Scheer
Subject: NE Gateway

Mr. Scheer,

My name is Jason Ghazvini and live here in the Tallahassee city limits. I've been following the NE Gateway project closely as it has been discussed and have attended a number of the workshops. I would like to express my support for Option Corridor 1. This seems like the most beneficial decision for our community given it is the best performing of the proposed scenarios. Please let this email serve as me going on record for my endorsement of Corridor 1 option.

Thank you and please let me know if I should be sending this to another department or individual. Also if there is any other way that I can/should be conveying my desire for our community officials to select this option please let me know.

Jason

--

Jason Ghazvini
jghazvini@homesbypremier.com
jghazvini@gmail.com
Vice President
Premier Construction
Mobile:850-545-2591
Office:850-514-1000
Fax:850-402-7674

Daniel Scheer

From: Kari Swiderski <kari.swiderski@gmail.com>
Sent: Friday, December 6, 2019 3:14 PM
To: Daniel Scheer
Subject: I support scenario 1 for the Welaunee Extension

Hi Daniel,

I went to one of the workshops about extending out Welaunee Boulevard, and I wanted to make sure that there's public record of my opinion on the project.

I am in support of Corridor 1, the option that extends Welaunee Boulevard to Roberts Road and Shamrock Street.

I hope this finds you well and Blueprint makes the right decision for our community.

Sincerely,

Kari

Daniel Scheer

From: Emily Powell <emilydaypowell@gmail.com>
Sent: Friday, December 6, 2019 3:14 PM
To: Daniel Scheer
Subject: NE Gateway Support

To whom it may concern,

I am reaching out in regards to the northeast gateway project that is being considered for the area of town that I live in. My roommate and I have been keeping up with meetings and workshops that help shape the development of this project. After looking over some of the options that are being proposed, I wanted to show my support for Corridor 1. I believe that this route provides the better option when navigating the area, taking into account the extension.

I appreciate the acceptance of input on this development.

Sincerely,

Emily Powell

Daniel Scheer

From: Rachel Rivera <rachelrivera@live.com>
Sent: Friday, December 6, 2019 3:13 PM
To: Daniel Scheer
Subject: Northeast Gateway Corridor 1

Hi Daniel —

I wanted to go on the record with my support for Corridor 1.

As a resident of northeast Florida, I've been paying close attention to the discussions and meetings on the project. I feel that this decision would be the best decision for the area and wanted to be sure to voice my support.

Thanks!

Rachel Rivera
c: 8503.284.7460
e: rachelrivera@live.com

Daniel Scheer

From: Justin Ghazvini <jughazvini@homesbypremier.com>
Sent: Friday, December 6, 2019 3:11 PM
To: Daniel Scheer
Subject: NE Gateway

Daniel, I have been very involved with this project for obvious reasons and given my real life experiences and observations combined with the engineered data provided by the traffic engineer consultants blueprint has hired the only logical path forward is corridor 1. I would like to go on record and express this opinion as I live in Ox Bottom and realize how drastically we need this N→E corridor to help relieve Thomasville Road, which by the way is one of the major arterials in Tallahassee and only has commercial capacity at the lighted intersections due to Traffic concerns (yes there are zoning challenges that can be worked through as well BUT ONLY ONCE PROPER INFRASTRUCTURE is in place). I can go on and on about the significant benefits that will come from this road for the next 30 years to come, but instead of sending a novel, please consider this brief script to be my notion to support corridor 1.

Justin Ghazvini

Partner



M: (850)-545-8210

www.teampcg.com

www.homesbypremier.com

4708 Capital Circle NW, Tallahassee, FL 32303



@premiercommercialgroup

Daniel Scheer

From: Charlotte Rice <charlotte.rice841@gmail.com>
Sent: Friday, December 6, 2019 3:09 PM
To: Daniel Scheer
Subject: NE Gateway

After taking a close look at the proposed corridors, I would like to go on record with my support of Corridor 1. This is clearly the best option.

Thank you,

--

Charlotte Rice
charlotte.rice841@gmail.com
(Sent from my iPhone)

Daniel Scheer

From: keith alexander <kra67@yahoo.com>
Sent: Friday, December 6, 2019 3:07 PM
To: Daniel Scheer
Subject: NE Gateway Options

Mr. Scheer,

I just wanted to drop a note to regarding the above mentioned project.

I have been following this with great interest. I would like to let you know that I think that Corridor 1 is the best possible option. I feel this would best solve all the issues at hand.

Thanks for all you have done and continue to do on this project.

Keith

Daniel Scheer

From: Marcus Beck <wmarcusbeck@gmail.com>
Sent: Friday, December 6, 2019 3:02 PM
To: Daniel Scheer
Subject: NE Gateway

I would like to go on record with my support of Corridor 1 for the NE Gateway. This is clearly the option that makes the most sense.

Thanks,
W. Marcus Beck
TALLAHASSEE, FL

Daniel Scheer

From: Tracey Cohen <traceygcohen@gmail.com>
Sent: Friday, December 6, 2019 2:58 PM
To: Daniel Scheer
Subject: NE Gateway

Hi Mr. Scheer,

I attended a workshop this week on the NE Gateway and was impressed with the work and research put into this project. I appreciate that resident feedback has been taken into consideration on the revised plans. As such, I want to let you know that I and many that I have spoken to are in support of Option 1. It seems like a solid solution that solves many of the concerns of both residents and planners, and the fact that it is in budget makes it a clear winner.

Thank you for your time, and best of luck with this project moving forward.

--

Tracey Cohen

Daniel Scheer

From: Gretchen Jones <gretchenjones@icloud.com>
Sent: Friday, December 6, 2019 2:55 PM
To: Daniel Scheer
Subject: NE Gateway

After reviewing the various options proposed for the NE Gateway and attending one of the workshops, Corridor 1 is the best option. Please note on record my support for Corridor 1.

Sincerely,
Gretchen Jones

Sent from my iPad

Daniel Scheer

From: Karen Garner <karengarner853@gmail.com>
Sent: Friday, December 6, 2019 2:49 PM
To: Daniel Scheer
Subject: NE Gateway -- Support for Corridor 1

To whom it may concern,

I'm a Tallahassee native and have been keeping track of news about the proposed Northeast Gateway for a while. After talking to friends, family, and attending meetings and workshops about the project, **I want to voice my support for Corridor 1** (the option that goes to Roberts Road and has the extension).

This corridor provides more options, yields the most sustainable and worthwhile results, and looks to be the most logical choice.

Thank you for accepting input on this issue,

Karen Garner

Daniel Scheer

From: Vanessa Butwell <vanessabutwell@gmail.com>
Sent: Friday, December 6, 2019 2:46 PM
To: Daniel Scheer
Subject: Northeast Gateway Corridors

Good afternoon,

I've been following along with the discussion regarding the Northeast Gateway development and have attended some of the workshops on the subject. I would like to express my support for the corridor 1 option. It seems like the obvious choice as the best performing scenario and I believe it is the best option to help our community develop along with the growth we are experiencing.

Thank you and I appreciate your consideration and hard work on the issue,

Vanessa Butwell

Daniel Scheer

From: DaveMary Lang <tallydml@earthlink.net>
Sent: Wednesday, December 4, 2019 8:05 AM
To: Daniel Scheer
Cc: tallydml@earthlink.net
Subject: Welaunee

Follow Up Flag: Follow up
Flag Status: Flagged

Daniel:

Many thanks for the information you gave my wife last evening. I'm sorry that I was unable to attend, but I had a long-scheduled conflicting meeting that prevented my being attendance at the Welaunee development session. I fully support and agree with my wife's conclusions. The proposed 5-way road intersection (Bradfordville-Roberts- Centerville-Welaunee) would be an extremely dangerous traffic nightmare. As as planner or commissioner, I would not want to put my name on a project that would endanger and likely result in deaths of citizens traveling the road.

I can understand why the Welaunee owners might want to avoid any road that comes near their residence complex, and that is a natural reflex. They own all the land that is presently under development and can direct routes that are favorable to them. However, from the standpoint of long-range safer and better planning, the alternative route set out in my wife's letter would serve the public better be a far superior choice for our citizens. Please keep in mind that a monster would be created with the current proposed route. With Tallahassee and Leon County's continuous population boom and the increased development northward in the Leon County, the route proposed and set-forth in Mary Alma's letter would the far better and safest route to serve the public now and in the future.

I look forward to your response,
Sincerely,
Dave Lang

Daniel Scheer

From: DaveMary Lang <tallydml@earthlink.net>
Sent: Wednesday, December 4, 2019 7:16 AM
To: Daniel Scheer
Cc: tallydml@earthlink.net
Subject: Welaunee Parkway

Follow Up Flag: Follow up
Flag Status: Flagged

Thanks for the information last night, Daniel. After leaving the meeting, I looked at maps and am offering a fifth option to your proposals.

The prospect of five major roads intersecting into a major round-about has the makings of becoming the most notorious traffic circle in the US. All are heavily traveled now, and will become more so in the future.

A fifth alternative would be to bring the Welaunee Parkway out at the intersection where Proctor Road connects with Roberts/Crump. This would connect the people north of Bradfordville to a southbound road. When you look at a map, when Proctor Road crosses Centerville, it continues all the way to Thomasville Road. I understand, but will check out today, that it is paved (and has been for many years), but the very short paved connection to Centerville and Thomasville is not made which limits the people who know about it.

By connecting there, it would enable much smoother traffic flow, those wanting access from Centerville/Bradfordville would have to go only 2 miles east, and it would enable all the development that is coming on Crump Road to have better access than Mahan Drive gives now.

It also would enable people living/commuting north of Bradfordville to have a fast, straight commute, relieving much traffic on Thomasville, Bradfordville, Centerville and even Mahan. Development is increasing rapidly due to lower land costs on the east side of Tallahassee and it make much sense to have this Parkway accessible to the many houses that will be built there in the next 10-20 years.

Thirdly, since this would be entirely within Welaunee Plantation, the land cost savings would pay for the additional road footage which may not be more.

Among the concerns I have about connecting the Centerville/Bradfordville, Roberts to the Parkway are at that intersection are:

1. Five major roads intersecting into one roundabout would be infamous. Why create a monster? People have trouble negotiatiing just three !
2. If you connect the Parkway with any cross roads, such as a spur from Centerville as well as Pimlico, the road through the school, the connector will have to have access (traffic light) which would slow the movement of the Parkway traffic.
3. The proposed path beside Montford school is at the top of some of the steepest land in this area. Controlling the water flow from the existing Pimlico extension would be a major problem as well as the steepness of the land from the southern boundary to Roberts Road. I will not accept any more water draining into my farm.
4. The Conservation area north of the schools was agreed upon by the entire community as a passive park when the schools were planned. If you "swap" it for land in the Apalachicola Forest you will remove a park that can never be returned to this community and I don't see our still rural community approving that. We have already lost too much "park" land.
5. There is adequate room at the Proctor intersection to build a connector as well as a northern Trailhead with adequate parking.

6. The Proctor connection would spread out traffic congestion. Already traffic at the Centerville light backs up on Roberts Road and Bradfordville Road at certain times of the day; adding another major "feeder" would intensify the jams in spite of a traffic circle which would be a nightmare to negotiate. Many cannot manage the three way one it Killlearn!

I hope that my proposal will be fully investigated and considered. It is a much more viable option which will move more traffic easily with no major intersection with other major feeders.

Thank you for your consideration,

Mary Alma Roberts Lang
David Lang

850-893-7644
tallydml@earthlink.

12/3/2019



County Commissioner Mary Ann Lindley
County Commissioner Nick Maddox
County Commissioner Bill Proctor
County Commissioner Jimbo Jackson
County Commissioner Rick Minor
County Commissioner Bryan Desloge, chair
County Commissioner Kristin Dozier

Mayor John E. Dailey
Mayor Pro Tem Dianne Williams-Cox
City Commissioner Elaine Bryant, vice chair
City Commissioner Curtis Richardson
City Commissioner Jeremy Matlow

RE: Northeast Gateway Project

Dear Commissioners,

As the largest Tallahassee neighborhood of over 3,800 residents we have been keeping a close eye the Northeast Gateway project. We have worked with our Board, residents, our consultant team, and Blueprint staff to arrive at what we feel is the best outcome possible for Killearn and the larger Northeast corridor.

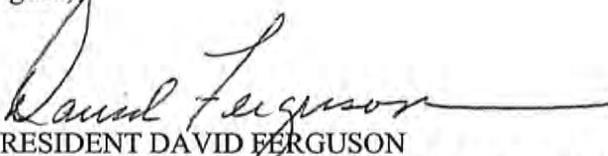
We are pleased to offer our support for the following provisions of the planned Northeast Gateway project which are consistent with KHA Board's position.

KHA endorses below, either option in order of priority:

- 1- Directing staff to initiate the substantial amendment process for Roberts Road only.
- 2- Directing staff to initiate the substantial amendment process for Roberts Road and Shamrock Street, on two conditions: that the project be fully funded, and that Roberts Road open first.

We believe either of these modifications will meet the project objective of regional connectivity, while protecting the integrity of Killearn Estates, property values, and offer transportation for our neighborhood, while not jeopardizing our quality of life.

Signed,



PRESIDENT DAVID FERGUSON

On Behalf of the KILLEARN HOMES ASSOCIATION

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**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #11
December 12, 2019**

Title: Acceptance of the Blueprint 2020 Beautification and Improvements to the Fairgrounds and Northeast Park Status Report with Cost Considerations to Advance the Projects

Category: General Business

Intergovernmental Management Committee Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Megan Doherty, Planning Manager, Blueprint

STATEMENT OF ISSUE:

This agenda item seeks Blueprint Intergovernmental Agency Board of Directors (IA Board) acceptance of a status report on two Blueprint 2020 projects—the Beautification and Improvements to the Fairgrounds and Northeast Park. Consistent with IA Board direction provided at the June 27, 2019 meeting, this agenda item also presents cost considerations for advancing the implementation of the Fairgrounds and the Northeast Park projects. This item was continued by the IA Board from the September 5, 2019 meeting.

FISCAL IMPACT:

This item does not have a fiscal impact as these projects are not included in the FY 2020 – 2024 Capital Improvement Program. Advancing these projects would have a fiscal impact to previously approved project allocations or anticipated debt service payments.

RECOMMENDED ACTION:

Option 1: Accept the status report on the Blueprint 2020 Beautification and Improvements to the Fairgrounds and Northeast Park projects.

EXECUTIVE SUMMARY:

This agenda item provides a status update on the Blueprint 2020 Beautification and Improvements to the Fairgrounds (Fairgrounds) and Northeast Park projects and details the current prioritization for Community Enhancement, Connectivity, and Quality of Life (CCQ) projects, which includes the Fairgrounds and Northeast Park, as approved by the IA Board at the September 19, 2017 meeting. Option #1 of this agenda item, which is staff recommendation, would accept this status report on the Fairgrounds and Northeast Park projects and maintain the current project implementation schedule for the CCQ projects, which includes funding for the Orange-Meridian Placemaking, Market District, Lake Lafayette and St. Marks Regional Linear Park, Monroe-Adams Placemaking projects, and Midtown Placemaking projects within the current five-year capital budget.

The Fairgrounds and Northeast Park projects are the next two CCQ project scheduled to receive funding based on the currently approved CCQ project prioritization. Based on the approved FY 2019 – 2024 Blueprint 2020 Infrastructure Program Implementation Plan, (Implementation Plan), as approved by the IA Board at the June 21, 2018 meeting (Attachment #1), funding for both the Fairgrounds and Northeast Park is anticipated between FY 2030 and 2034. As the IA Board develops the FY 2025 – 2029 capital budget, the IA Board could advance funding for these project at that time, consistent with the current prioritization. Currently, the funding schedule for these two projects is primarily influenced by available revenues to fully fund the Lake Lafayette and St. Marks Regional Linear Park and Midtown Placemaking projects, which together are currently estimated at over \$45 million.

Consistent with direction provided at the June 27, 2019 IA Board meeting, this agenda item also presents options for IA Board consideration for advancing the funding and implementation of the Fairgrounds and the Northeast Park projects:

- Option #2 provides for further analysis of advance funding the Fairgrounds and Northeast Park projects using sales tax revenues, which would begin to fund these two projects prior to, or simultaneously with, currently higher ranked CCQ projects including Lake Lafayette & St. Marks Linear Park, Monroe-Adams Placemaking, and Midtown Placemaking. Option #2 would begin to fund the Fairgrounds and Northeast Park projects as part of the current five-year capital budget and provide the IA Board a cost analysis of this funding option, including, as applicable, revised implementation schedules for higher ranked CCQ projects.
- Option #3 provides for a further analysis of funding the Fairgrounds and Northeast Park projects through a \$26 million bond, which will fully fund these two projects within the current five-year capital budget. The full cost of a \$26 million bond to the Blueprint program is estimated to be \$34.9 million based on current bond rates and would increase debt service payments by approximately \$2.1 million annually through the end of the Blueprint 2020

program in FY 2039. This option would also double the five-year budget for CCQ projects, as the current FY 2020 – 2024 capital budget for CCQ projects is approximately \$26 million.

BACKGROUND/ANALYSIS:

Blueprint 2020 Project Prioritization

Since voter approval of the sales tax extension in November 2014, the IA Board has taken significant action to prioritize all 27 projects. For prioritization purposes, the IA Board’s adopted list of 27 Blueprint 2020 infrastructure projects were divided into five categories: Regional Mobility and Gateway projects, and Community Enhancement, Connectivity, and Quality of Life (CCQ) projects. At the February 21, 2017 meeting, the IA Board discussed a dual approach to funding the Blueprint 2020 projects. Based on IA Board action at that meeting, the larger, holistic roadway reconstruction projects will be prioritized consistent with the CRTPA Regional Mobility Plan. As a result, these projects are beginning to be funded in the Five-Year Florida Department of Transportation (FDOT) Work Program. This strategy maintained progress on projects where the IA Board has provided direction and continues the collaborative approach to completing projects through FDOT and Federal Highway Administration partnerships.

The Fairgrounds and the Northeast Park projects are currently within the CCQ project category. The IA Board approved the prioritization for the CCQ projects at its September 19, 2017 meeting, included below in Table #1. Currently, the Fairgrounds and the Northeast Park projects are tied in priority as the fifth-ranked CCQ projects. Consistent with the project prioritization and the approved Implementation Plan, funding for the Fairgrounds and Northeast Park projects is estimated between FY 2030 – 2034 (Attachment #2).

Table 1. Blueprint 2020 Approved Prioritization for CCQ projects, tied projects listed in alphabetical order

Priority	Project Name	2014 Project Estimate
1	Market District (80 pts.)	\$9,400,000
1	Orange Avenue/Meridian Road Placemaking (80 pts.)	\$4,100,000
2	Lake Lafayette and St. Marks Regional Linear Park (75 pts.)	\$15,816,640
3	Monroe-Adams Corridor Placemaking (55 pts.)	\$7,000,000
4	Midtown Placemaking (50 pts.)	\$22,000,000
5	Beautification and Improvements to the Fairgrounds (45 pts.)	\$12,000,000
5	Northeast Park (45 pts.)	\$10,000,000
6	College Avenue Placemaking (40 pts.)	\$7,000,000
7	Florida A&M Entry Points (25 pts.)	\$1,500,000
8	Tallahassee-Leon County Animal Service Center (10 pts.)	\$7,000,000

PROJECT DESCRIPTIONS & CURRENT STATUS:

Beautification and Improvements to the Fairgrounds

The Beautification and Improvements to the Fairgrounds (Fairgrounds) project is intended to enhance existing uses at the existing Fairgrounds site while providing new infrastructure to support expanded uses. The adopted project map and description is included as Attachment #3. The Fairgrounds site is owned by Leon County and operated by the North Florida Fair Association (Fair Association) through a lease agreement that extends to the year 2067. The County, and by extension Blueprint, cannot take action on a Fairgrounds Project without the consent of the Fair Association under the existing lease agreement.

The Board of County Commissioners has previously explored relocating the Fair Association activities to a new site as an opportunity for more development and economic activity. To date, such options have not been considered financially feasible by the Board of County Commissioners. As an alternative, the Board of County Commissioners adopted a Strategic Initiative to institute a sense of place initiative for the Fairgrounds at the December 9, 2013 Board of County Commissioners Strategic Planning Retreat and subsequently allocated \$50,000 to support the initiative. These funds were utilized to conduct a market study and consider potential improvements at the Fairgrounds, which was conducted by Markin Consulting. On July 7, 2015, the Board of County Commissioners approved the final report on the Market Report on the North Florida Fairgrounds and sense of place initiative (Attachment #4). The Market Report did not consider relocation of the Fairgrounds to a new site and concluded:

- Any type of private development on the out parcels of the Fairgrounds was not considered feasible at that time.
- There were market opportunities for new and expanded events such as regional consumer shows, festivals, indoor sports, and banquets, etc.
- There was a market demand for facility upgrades, beautification, and the construction of a new 35,000 to 40,000 square foot exhibition space totaling an estimated \$15.3 million at that time. The new exhibition space would require hiring three new full-time employees.
- Should the Board of County Commissioners or IA Board consider making major capital investments at the Fairgrounds, it will be necessary to evaluate the existing lease agreement and negotiate a management structure to protect the community investment.

Northeast Park

The Northeast Park project will provide a new public park in northeast Tallahassee. The adopted project map and description is included as Attachment #5. At its May 22, 2012 meeting, the Leon County Board of County Commissioners approved the acquisition of 100 acres of land at the intersection of Thomasville Road and Proctor Road, to serve as the location for a Northeast Park. Subsequently, the Northeast Park project was submitted by Leon County to the Sales Tax

Extension Citizens Committee and the project was included as one of the 27 infrastructure projects comprising the Blueprint 2020 infrastructure program. At the time of the sales tax extension approval in November 2014, the project was estimated to cost \$10 million.

Since 2012, Leon County had completed the following activities for the Northeast Park:

- Phase 1 Environmental Audit
- Natural Features Inventory survey
- Cultural Resources Assessment Survey
- Evaluation of topographical characteristics
- Conceptual Site Plan
- Conceptual Costs to Construction Schedule

COST CONSIDERATIONS:

The following section details the current CCQ project prioritization and provides two options for IA Board consideration regarding the implementation of the Fairgrounds and the Northeast Park projects: begin funding these projects in the current five-year capital budget (Option #2) or funding the two projects through an additional \$26 million bond (Option #3).

Option #1: Accept the Status Report and Maintain Approved CCQ Project Prioritization: The approved prioritization process analyzed the 11 CCQ projects through five criteria based on project readiness and the original “Blueprint Promise” ballot language from November 2014, which focused on prioritizing projects which meet multiple objectives of the sales tax extension. The ‘Blueprint Promise’ criteria, detailed in Table 2, below, created the framework for a comprehensive assessment of the various attributes of each CCQ project.

Table 2. Approved “Blueprint Promise” Prioritization Criteria for CCQ Projects

Criteria	Definition	Example	Points
Project Readiness	Measure of key milestones completed to date and if project is ready for implementation	<i>Adopted plan, such as a Placemaking Plan, or study; Project is ready to move forward</i>	20
Water Quality Improvements	Protecting water quality and/or reducing flooding through proactive mitigation	<i>Flood mitigation, stormwater enhancements</i>	20
Transportation Enhancements	Project improves the ways people move through & within the community	<i>Bicycle, pedestrian, transit, & roadway improvements</i>	20
Expand Parks & Recreation Areas	New or enhanced public spaces that improve community quality of life	<i>New or enhanced parks or public spaces such as a plaza</i>	20
Invest in Economic Development	Local economic impact of project - <i>Analysis performed by FSU CEFA</i>	<i>Job creation, commercial rents, and property values</i>	20
<i>Total Points</i>			100

As of September 19, 2017, the IA Board had prioritized, initiated, or provided direction on all 27 infrastructure projects. Building on this prioritization, at the June 21, 2018 meeting the IA Board approved the FY 2019 – 2024 Implementation Plan, providing project implementation direction for the first five years of the Blueprint 2020 program. The Implementation Plan was the starting point for the subsequent Five Year Capital Improvement Plan. The approved Implementation Plan includes a \$100 million bond to fund large scale Regional Mobility and Gateway projects, including the Bannerman Road and Airport Gateway projects. Bond funding is also utilized for several CCQ projects, including Market District and Monroe-Adams Placemaking. The Implementation Plan for CCQ projects is included in Table #3, below.

Table 3. Approved FY 2020 – 2024 Implementation Plan for CCQ Projects (June 21, 2018)

CCQ Projects	FY2020	FY2021	FY2022	FY2023	FY2024	Total FY 20 -24
Market District Placemaking	1,500,000	3,500,000	4,800,000	-	-	9,800,000
Orange Avenue/Meridian Placemaking	1,500,000	2,600,000	-	-	-	4,100,000
Lake Lafayette and St. Marks Regional Park	500,000	-	750,000	500,000	-	1,750,000
Monroe-Adams Corridor Placemaking	1,000,000	1,000,000	2,000,000	1,000,000	3,201,616	8,201,616
Midtown Placemaking	-	-	-	750,000	471,981	1,221,981
Fairgrounds Beautification and Improvement	-	-	-	-	-	-
Northeast Park	-	-	-	-	-	-
College Avenue Placemaking	-	-	-	-	-	-
Florida A&M Entry Points	-	-	-	-	-	-
Alternative Sewer Solutions	-	-	-	-	-	-
Tallahassee-Leon County Animal Service Center	-	-	-	-	-	-
DeSoto Winter Encampment	-	500,000	-	-	-	500,000

The approved Implementation Plan fully funds the Orange-Meridian Placemaking, Market District, and Monroe-Adams Placemaking projects within the first five years of the Blueprint 2020 program. The approved Implementation Plan also provides funding to initiate the Lake Lafayette & St. Marks Regional Linear Park and Midtown Placemaking projects.

A primary goal of Blueprint is to maximize leveraging opportunities to complete all infrastructure projects. Currently, Blueprint has a leveraging policy which provides that Blueprint will seek collaborative relationships or agreements with other organizations, whether government, non-profit, or corporate, to leverage sales tax dollars with outside grant funding or in-kind services. This leveraging strategy provides the IA Board opportunity to consider advancing a project outside of the approved prioritization order. Outside of a leveraging opportunity, which does not presently exist, to begin either the Fairgrounds or Northeast Park project the IA Board must provide direction to fund these two projects considering one of the following options.

Option #2: Analyze Advance Funding for the Fairgrounds and Northeast Park Projects: Option #2 would begin to fund the Fairgrounds and Northeast Park projects as part of the current five-year capital budget using sales tax revenues. Currently, the Fairgrounds and Northeast Park projects are scheduled for implementation following the full funding of three

higher ranked CCQ projects: Lake Lafayette & St. Marks Linear Park, Monroe-Adams Placemaking, and Midtown Placemaking. Option #2 would begin to fund the Fairgrounds and Northeast Park projects as part of the current five-year capital budget. Dependent on IA Board direction, this option could delay funding for higher ranked CCQ projects. Using existing sales tax revenues, these two projects could not fully fund both projects within seven to eight years. The agenda item would provide the IA Board options and a cost analysis of advance funding the Fairgrounds and Northeast Park projects, including revised implementation schedules for the higher ranked CCQ projects as may be applicable.

Option #3: Analyze Funding the Fairgrounds and Northeast Park Projects Through an Additional \$26 Million Bond: Option #3, if directed by the IA Board, would direct Blueprint to bring back an agenda item detailing the long term financial and project implications of a \$26 million bond to advance the funding of the Fairgrounds and the Northeast Park projects within the five-year capital budget. This option would expedite the completion of these two projects and would provide for the implementation of the remaining CCQ projects consistent with the currently approved project prioritization. This option would also double the five-year budget for CCQ projects. Currently, the FY 2020 – 2024 capital budget includes approximately \$26 million to support the implementation of five CCQ projects: Orange-Meridian Placemaking, Market District, Lake Lafayette & St. Marks Linear Park, Monroe-Adams Placemaking, and Midtown Placemaking.

The full cost of a \$26 million bond to the Blueprint program is estimated to be \$34.9 million based on current bond rates, which would increase debt service by approximately \$2.1 million per year. The increased debt service would reduce the funding available each year to implement Blueprint 2020 projects. This funding reduction may mean that some projects, such as the lowest ranked CCQ projects (Tallahassee-Leon County Animal Service Center, Florida A&M Entry Points, Alternative Sewer Solutions Study, and DeSoto Winter Encampment) are not able to be completed within the Blueprint 2020 program.

SUMMARY:

Each year during the annual budget process, the IA Board has the opportunity to review and provide direction regarding the Five Year Capital Improvement Plan for the Blueprint infrastructure projects. Consistent with IA Board direction provided at the June 27, 2019 meeting, this agenda item provides options for IA Board consideration regarding the implementation of the Fairgrounds and the Northeast Park projects. Two options for advancing these projects were analyzed: advance funding the Fairgrounds and the Northeast Park projects or funding the Fairgrounds and Northeast Park projects through an additional \$26 million bond. The IA Board may accept the report and maintain the current CCQ project prioritization (Option #1). Option #1 maintains the current project implementation schedule for CCQ projects, which includes full funding for the Orange-Meridian Placemaking, Market District, and Monroe-

Adams Placemaking projects, and partial funding for the Lake Lafayette & St. Marks Regional Linear Park and Midtown Placemaking projects within the current five-year capital budget. The IA Board may also direct Blueprint to bring back an agenda item which would begin to fund the Fairgrounds and Northeast Park projects utilizing sales tax revenues (Option #2) or through an additional \$26 million bond (Option #3). Option #2 would begin to fund these as part of the current five-year capital budget. Dependent on IA Board direction, this option could delay funding for higher ranked CCQ projects. Option #3 would fully fund and expedite the completion of these two projects and would provide for the implementation of the remaining CCQ projects consistent with the currently approved project prioritization.

SUMMARY OF PUBLIC ENGAGEMENT

Public engagement will begin concurrent with project initiation by the IA Board.

Action by the TCC and CAC: This item was not presented to the TCC. A previous version of this item was presented to the CAC at their August 22, 2019 meeting and the CAC recommended the IA Board approve Option 1.

OPTIONS:

- Option 1: Accept the status report on the Blueprint 2020 Beautification and Improvements to the Fairgrounds and Northeast Park projects.
- Option 2: Direct Blueprint to bring back an agenda item to consider advance funding of the Fairgrounds and the Northeast Park projects within the five-year capital budget using sales tax revenues.
- Option 3: Direct Blueprint to bring back an agenda item to consider advance funding of the Fairgrounds and the Northeast Park projects within the five-year capital budget through an additional \$26 million bond.
- Option 4: IA Board direction.

RECOMMENDED ACTION:

- Option 1: Accept the status report on the Blueprint 2020 Beautification and Improvements to the Fairgrounds and Northeast Park projects.

Attachments:

1. Blueprint 2020 FY 2019 – 2024 Implementation Plan, June 21, 2018
2. FY 2020 – 2040 Preliminary Project Funding Schedule, June 21, 2018
3. Blueprint 2020 Project Description and Map – Beautification and Improvements to the Fairgrounds
4. 2015 Market and Financial Feasibility Study of the North Florida Fairgrounds
5. Blueprint 2020 Project Description and Map – Northeast Park

Blueprint FY 2019 -2024 Funding Schedule and Implementation Plan
Option C: SIB Loan (\$28.7 M) FY2022 Bond (\$100 M) | Total Debt Service (18 years): \$53.8 M

1 Blueprint Infrastructure Program - Income¹									
2	Description	FY2019	FY2020 ³	FY 2021	FY 2022	FY 2023	FY2024	FY19-24 Total	
3	Sales Tax Revenues ²	\$ 34,808,000	\$ 30,885,900	\$ 30,244,000	\$ 31,151,200	\$ 32,085,500	\$ 33,047,900	\$ 192,222,500	
4	Additional Funding								
5	Bond Proceeds				\$ 100,000,000			\$ 100,000,000	
6	Significant Benefit District Funds	\$ 750,000	\$ 1,280,000				\$ 486,000	\$ 2,516,000	
7	State Infrastructure Bank (SIB) Loan ⁴				\$ 14,325,000		\$ 14,325,000	\$ 28,650,000	
8	Other Funding Sources ⁵				\$ 3,000,000			\$ 3,000,000	
9	<i>Subtotal - Available Funding</i>	\$ 35,558,000	\$ 32,165,900	\$ 30,244,000	\$ 148,476,200	\$ 32,085,500	\$ 47,858,900	\$ 326,388,500	
10	Blueprint Infrastructure Program - Expenses								
11	Description	FY2019	FY2020 ³	FY 2021	FY 2022	FY 2023	FY2024	FY19-24 Total	
12	Debt Service - BP2000 Bond & FY2022 Bond	\$ 9,957,094	\$ 2,183,977			\$ 3,902,000	\$ 7,809,750	\$ 23,852,821	
13	SIB Loan Payment					\$ 2,367,612	\$ 2,367,612	\$ 4,735,224	
14	Infrastructure Program - Operating Expenses	\$ 3,300,000	\$ 3,600,000	\$ 3,700,000	\$ 3,800,000	\$ 3,900,000	\$ 4,000,000	\$ 22,300,000	
15	Contingency Funds for Infrastructure Projects			\$ 2,000,000				\$ 2,000,000	
16	Annual Allocations ^{6,7} - City of Tallahassee		\$ 3,365,625	\$ 4,487,500	\$ 4,487,500	\$ 4,487,500	\$ 4,487,500	\$ 21,315,625	
17	Annual Allocations ⁶ - Leon County		\$ 2,906,250	\$ 3,875,000	\$ 3,875,000	\$ 3,875,000	\$ 3,875,000	\$ 18,406,250	
18	<i>Subtotal - Expenses</i>	\$ 13,257,094	\$ 12,055,852	\$ 14,062,500	\$ 12,162,500	\$ 18,532,112	\$ 22,539,862	\$ 92,609,920	
19	Blueprint Infrastructure Program - Capital Improvements								
20	Description	FY2019	FY2020 ³	FY 2021	FY 2022	FY 2023	FY2024	FY19-24 Total	
21	Projected Funding - Blueprint Capital Projects	\$ 22,300,906	\$ 20,110,048	\$ 16,181,500	\$ 136,313,700	\$ 13,553,388	\$ 25,319,038	\$ 233,778,580	
22	Blueprint 2000 -Infrastructure Projects⁸								
23	Water Quality Project/City	\$ 2,207,360	\$ 385,835					\$ 2,593,195	
24	Headwaters of St. Marks	\$ 2,617,303	\$ 982,831					\$ 3,600,134	
25	Capital Cascades Trail - Segment 2							\$ -	
26	Capital Cascades Trail - Segments 3 & 4	\$ 4,437,178						\$ 4,437,178	
27	Capital Cascades Trail - Segment 4	\$ 4,787,365	\$ 3,891,763		\$ 8,262,126			\$ 16,941,254	
28	Magnolia Drive Trail	\$ 2,476,700						\$ 2,476,700	
29	Blueprint 2020 - Infrastructure Projects							FY19-24 Total	Adjusted Project Cost¹²
30	Annual Allocations ⁶ - Blueprint 2020 - Bike Route Network (\$750k annually) - Greenways Plan (\$790k annually)	\$ 300,000	\$ 1,155,000	\$ 1,540,000	\$ 1,540,000	\$ 1,540,000	\$ 1,540,000	\$ 7,615,000	\$ 30,800,000
31	Regional Mobility & Gateway Projects (listed in order per the CRTPA's Proposed Project Priority List)								
32	(State) Southside Gateway: Woodville Highway ^{9,10}							\$ -	\$ 36,204,134
33	(State) Capital Circle Southwest (W1) ⁹					\$ 2,500,000	\$ 2,500,000	\$ 5,000,000	\$ 5,000,000
34	(State) Orange Avenue: Adams to Springhill ^{8,9}							\$ -	\$ 40,348,715
35	(State) Westside Student Gateway: Pensacola Street ^{9,10}							\$ -	\$ 36,492,792
36	Airport Gateway	\$ 1,000,000	\$ 3,500,000	\$ 2,200,000	\$ 61,532,194			\$ 68,232,194	\$ 68,232,194
37	Northwest Connector: Tharpe Street ¹⁰						\$ 486,000	\$ 486,000	\$ 64,850,503
38	Northeast Connector: Bannerman Road ¹⁰	\$ 750,000	\$ 3,300,000	\$ 2,500,000	\$ 33,246,583			\$ 39,796,583	\$ 39,796,583
39	Northeast Gateway: Welaunee Boulevard ⁸	\$ 1,725,000	\$ 2,394,619	\$ 2,731,889	\$ 24,185,152	\$ 7,263,388	\$ 17,119,441	\$ 55,419,489	\$ 55,419,489
40	North Monroe Gateway ⁸							\$ -	\$ 11,458,548
41	CCQ Projects (in rank order)								
42	Orange Avenue/Meridian Placemaking	\$ 1,000,000	\$ 1,500,000	\$ 2,209,611				\$ 4,709,611	\$ 4,709,611
43	Market District ⁹	\$ 1,000,000	\$ 1,500,000	\$ 3,500,000	\$ 4,797,645			\$ 10,797,645	\$ 10,797,645
44	Lake Lafayette and St. Marks Regional Park		\$ 500,000		\$ 750,000	\$ 500,000		\$ 1,750,000	\$ 19,260,112
45	Monroe-Adams Corridor Placemaking		\$ 1,000,000	\$ 1,000,000	\$ 2,000,000	\$ 1,000,000	\$ 3,201,616	\$ 8,201,616	\$ 8,201,616
46	Midtown Placemaking					\$ 750,000	\$ 471,981	\$ 1,221,981	\$ 26,817,877
47	Fairgrounds Beautification & Improvement							\$ -	\$ 14,627,933
48	Northeast Park							\$ -	\$ 12,189,944
49	College Avenue Placemaking							\$ -	\$ 8,532,961
50	Florida A&M Entry Points							\$ -	\$ 1,828,492
51	Alternative Sewer Solutions							\$ -	\$ 2,838,842
52	Tallahassee-Leon County Animal Service Center							\$ -	\$ 8,532,961
53	DeSoto Winter Encampment ¹¹			\$ 500,000				\$ 500,000	\$ 500,000
54	Total Allocated	\$ 22,300,906	\$ 20,110,048	\$ 16,181,500	\$ 136,313,700	\$ 13,553,388	\$ 25,319,038	\$ 203,730,119	\$ 507,440,950
55	Remaining Funds to Be Allocated	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
56	Total Active Blueprint-Managed Projects by Year	11 Projects	12 Projects	12 Projects	10 Projects	12 Projects	12 Projects		
57	Notes							Project Phases - Legend	
1/ Income includes sales tax revenues (80% for Blueprint 2000 and 66% for Blueprint 2020)							Planning /PD&E		
2/ Projections based on 3% increases for FY20-22; FY23 and 24 assume 2% increase in revenues							Design		
3/ FY20 reflects BP2000 revenue collection (Oct. 1 - Dec. 31, 2019) & BP2020 revenue collection (Jan. 1 - Sept. 30, 2020)							Right-of-Way Acquisition		
4/ SIB (State Infrastructure Bank) Loan will be applied for in FY2020 for 50% of project costs for Welaunee Boulevard							Construction		
5/ Other Funding Sources: FY2022 - \$3 million FSU contribution to Airport Gateway project							Note: Project phases are approximate and reflect projected general timeframes for these project phases. Project phases will likely overlap in adjacent years. Funding is not necessarily corresponded to the project phase identified in that year.		
6/ Annual allocations for FY2020 prorated to reflect only 9 months of revenue collection									
7/ StarMetro only difference in annual allocations between City & County; County manages LIFE (2% revenues)									
8/ Total FY 19-24 expenditures & project cost does not include all expenditures on this project prior to FY2019									
9/ Portions of these projects in progress and funded by the City, County, CRTPA, or FDOT									
10/ Significant Benefit Project; City & County funds included in first year of project - as of May 2018									
11/ Project Complete - Repayment to the City of Tallahassee									
12/ Project estimates increase 2% annually through the first year of construction for each project or FY 2024									
13/ Assume state funding for capacity projects on state roads; any remaining local improvements will be funded thru Bluperint									

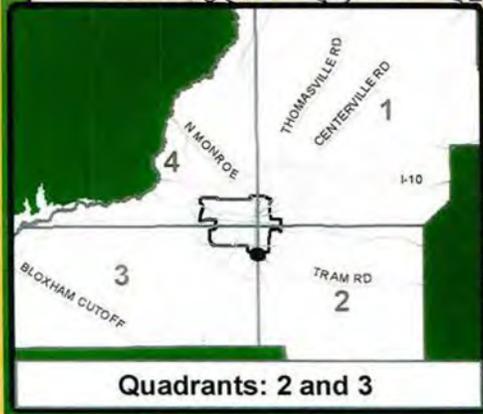
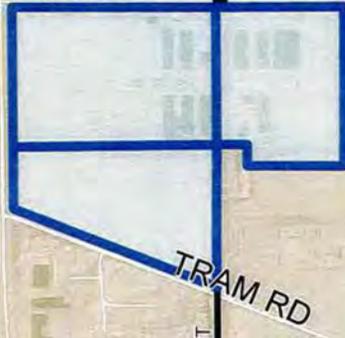
Blueprint Intergovernmental Agency - Preliminary Project Funding Schedules
FY 2019 - 2040: Implementation Plan Options A, B, and C

1 Blueprint Infrastructure Program - Remaining 2000 Projects & Annual Allocations (Same for Options A, B & C)																						
Description	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
Blueprint 2000 Infrastructure Projects																						
1	Regional Mobility & Gateway Projects (listed in order per the CRTPA's Project Priority List)																					
2	(State) Southside Gateway: Woodville Highway																					
3	(State) Capital Circle Southwest (W 1) ¹																					
4	(State) Westside Student Gateway: Pensacola Street ¹																					
5	(State) Orange Avenue: Adams to Springhill ¹																					
6	Airport Gateway																					
7	Northwest Connector: Tharge Street																					
8	Northwest Connector: Bannerman Road																					
9	Northwest Gateway: Walaunee Boulevard																					
10	North Monroe Gateway																					
11	CCO Projects (in rank order)																					
12	Orange Avenue/Meridian Placemaking																					
13	Market District																					
14	Lake Lafayette and St. Marks Regional Park																					
15	Monroe-Adams Corridor Placemaking																					
16	Midtown Placemaking																					
17	Fairgrounds Beautification & Improvement																					
18	Northwest Park																					
19	College Avenue Placemaking																					
20	Florida A&M Entry Points																					
21	Alternative Sewer Solutions																					
22	Tallahassee-LLeon County Animal Service Center																					
23	DeSoto Winter Encampment ²																					
Blueprint Infrastructure Program - Option A (Sales Tax Revenues & \$28.7 M SIB Loan) Total Debt Service: \$6.9 M																						
Description	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
Regional Mobility & Gateway Projects (listed in order per the CRTPA's Project Priority List)																						
24	(State) Southside Gateway: Woodville Highway ³																					
25	(State) Capital Circle Southwest (W 1) ¹																					
26	(State) Orange Avenue: Adams to Springhill ¹																					
27	(State) Westside Student Gateway: Pensacola Street ¹																					
28	Airport Gateway																					
29	Northwest Connector: Tharge Street ¹																					
30	Northwest Connector: Bannerman Road ¹																					
31	Northwest Gateway: Walaunee Boulevard ¹																					
32	North Monroe Gateway ¹																					
33	CCO Projects (in rank order)																					
34	Orange Avenue/Meridian Placemaking																					
35	Market District ¹																					
36	Lake Lafayette and St. Marks Regional Park																					
37	Monroe-Adams Corridor Placemaking																					
38	Midtown Placemaking																					
39	Fairgrounds Beautification & Improvement																					
40	Northwest Park																					
41	College Avenue Placemaking																					
42	Florida A&M Entry Points																					
43	Alternative Sewer Solutions																					
44	Tallahassee-LLeon County Animal Service Center																					
45	DeSoto Winter Encampment ¹																					
Blueprint Infrastructure Program - Option B (\$28.7 M SIB Loan & FY 2022 \$50 M Bond) Total Debt Service: \$24.9 M																						
Description	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
Regional Mobility & Gateway Projects (listed in order per the CRTPA's Project Priority List)																						
46	(State) Southside Gateway: Woodville Highway ³																					
47	(State) Capital Circle Southwest (W 1) ¹																					
48	(State) Orange Avenue: Adams to Springhill ¹																					
49	(State) Westside Student Gateway: Pensacola Street ¹																					
50	Airport Gateway																					
51	Northwest Connector: Tharge Street ¹																					
52	Northwest Connector: Bannerman Road ¹																					
53	Northwest Gateway: Walaunee Boulevard ¹																					
54	North Monroe Gateway ¹																					
55	CCO Projects (in rank order)																					
56	Orange Avenue/Meridian Placemaking																					
57	Market District ¹																					
58	Lake Lafayette and St. Marks Regional Park																					
59	Monroe-Adams Corridor Placemaking																					
60	Midtown Placemaking																					
61	Fairgrounds Beautification & Improvement																					
62	Northwest Park																					
63	College Avenue Placemaking																					
64	Florida A&M Entry Points																					
65	Alternative Sewer Solutions																					
66	Tallahassee-LLeon County Animal Service Center																					
67	DeSoto Winter Encampment ¹																					
Blueprint Infrastructure Program - Option C (\$28.7 M SIB Loan & FY 2022 \$100 M Bond) Total Debt Service: \$53.8 M																						
Description	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
Regional Mobility & Gateway Projects (listed in order per the CRTPA's Project Priority List)																						
68	(State) Southside Gateway: Woodville Highway ³																					
69	(State) Capital Circle Southwest (W 1) ¹																					
70	(State) Orange Avenue: Adams to Springhill ¹																					
71	(State) Westside Student Gateway: Pensacola Street ¹																					
72	Airport Gateway																					
73	Northwest Connector: Tharge Street																					
74	Northwest Connector: Bannerman Road																					
75	Northwest Gateway: Walaunee Boulevard																					
76	North Monroe Gateway																					
77	CCO Projects (in rank order)																					
78	Orange Avenue/Meridian Placemaking																					
79	Market District																					
80	Lake Lafayette and St. Marks Regional Park																					
81	Monroe-Adams Corridor Placemaking																					
82	Midtown Placemaking																					
83	Fairgrounds Beautification & Improvement																					
84	Northwest Park																					
85	College Avenue Placemaking																					
86	Florida A&M Entry Points																					
87	Alternative Sewer Solutions																					
88	Tallahassee-LLeon County Animal Service Center																					
89	DeSoto Winter Encampment ¹																					
Notes		<p>Project Phases - Legend</p> <ul style="list-style-type: none"> Planning/PD&E Design Right-of-Way Acquisition Construction Repayment <p>¹ Options A & B assume state funding for capacity improvements on state roadways; local funding is programmed for local components of these projects as may be needed</p> <p>² Project Complete - Repayment to the City of Tallahassee</p> <p>Note: Project phases are approximate and reflect projected general timeframes for these project phases. Project phases will likely overlap in adjacent years.</p>																				

SECOND AMENDED AND RESTATED
INTERLOCAL AGREEMENT
between
LEON COUNTY, FLORIDA
and
CITY OF TALLAHASSEE, FLORIDA
DATED as of December 9, 2015

Project 23. Beautification and Improvements to the Fairgrounds: Funding to construct improvements to the fairgrounds (Exhibit 23).

Beautification and Improvements to the Fairgrounds



Quadrants: 2 and 3

Exhibit 23





Market and Financial Feasibility Study Report of the North Florida Fairgrounds

Prepared for Leon County, Florida
April 27, 2015

Submitted by:



MARKIN CONSULTING ■ MAPLE GROVE, MINNESOTA

April 27, 2015

Mr. Brian Wiebler
Principal Planner
Tallahassee – Leon County Planning
300 South Adams Street
Tallahassee, Florida 32301

Dear Mr. Wiebler:

Markin Consulting is pleased to submit our ***Market and Financial Feasibility Study Report of the North Florida Fairgrounds (the Fairgrounds)***, dated April 27, 2015. Our report details the approach, methodologies, research, analyses and results of (1) assessing the community needs and market demand potential for new/expanded event facilities at Fairgrounds and (2) analyzing the financial and economic impacts associated with operating recommended facilities.

The findings and assumptions contained in this report reflect analyses of secondary sources of information and data, including data obtained from the State of Florida, City of Tallahassee and Leon County, as well as management of the North Florida Fair Association. We used sources that we deemed to be reliable but cannot guarantee their accuracy. We have no obligation, unless subsequently engaged, to update our report or revise the information contained therein to reflect events and transactions occurring after the date of this report.

The accompanying report is restricted to internal planning use by Leon County and may not be relied upon or referred to by any third party for any purpose including financing. Our analysis does not constitute an examination, compilation or agreed upon procedures in accordance with the standards established by the American Institute of Certified Public Accountants.

We have appreciated working with Leon County and the North Florida Fair Association on this important analysis.

Sincerely

A handwritten signature in black ink that reads "Rod Markin". The signature is written in a cursive style with a large, looping initial "R".

Rod Markin, President

NORTH FLORIDA FAIRGROUNDS STUDY

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Exhibits

Exhibit A – Retail Opportunity Gap Analysis

PROJECT DESCRIPTION

Background and Objectives

This report was prepared for Leon County by Markin Consulting. It details the results of our assessment to determine potential market support and analyses of financial and economic impacts of improving event facilities at the North Florida Fairgrounds (the Fairgrounds).

The objectives of the market study were to:

- Determine the level of potential market demand (niches and target markets) for the Fairgrounds' facilities, on the basis of potential market position, competition, needs of the annual North Florida Fair (the Fair), any unsatisfied demand segments, community needs, support services, site location, appropriate mix and sizing of facilities, and other factors
- Recommend the facilities needed to successfully attract and retain the target markets and meet Fair needs, on the basis of the potential market support, community needs, support services, and competition, for event facilities (the Recommended Facilities)
- Assess and quantify the financial and economic impacts of the Recommended Facilities

Approach

Markin Consulting, in conducting the market demand and financial and economic impact analyses, performed the following work steps:

- Toured the Fairgrounds site, facilities and surrounding areas to assess location factors and their impacts on potential events, activities and facility needs
- Researched and analyzed the impact of demographic and economic trends of the Fairground's market area on potential demand for facilities at the Fairgrounds
- Researched and assessed the quality and quantity of community resources (lodging, restaurants, attractions, etc.) in proximity to the Fairgrounds that would appeal to, and support, potential users of Fairground facilities
- Identified, researched and assessed facilities that would be considered competition for events and activities at the Fairgrounds
- Conducted research, analyses, interviews and surveys of key stakeholders, current renters and potential users of the facilities at the Fairgrounds to identify level of interest in hosting their event at the Fairgrounds, event size and duration, time of year and facility/service needs
- Evaluated and analyzed private development opportunities for parcels at the Fairgrounds site
- Developed estimates of potential uses of facilities at the Fairgrounds and recommended specific facility components necessary to successfully attract and retain the identified target markets (the Recommended Facilities)
- Prepared analyses of the financial and economic impacts of building and operating the Recommended Facilities

Conditions of the Study

This report is to be used for facility planning at the North Florida Fairgrounds only. It is not to be used for any other purpose. This report may not be referred to or included in any prospectus, or as a part of any offering or representation made in connection with the sale of securities to the public.

Although we believe that the information and assumptions set forth in this report constitute a reasonable basis for the estimates of usage, the achievement of any estimate may be affected by fluctuating economic conditions and the occurrence of other future events that cannot be anticipated. Therefore, the actual results achieved will vary from the estimates and such variations may be material.

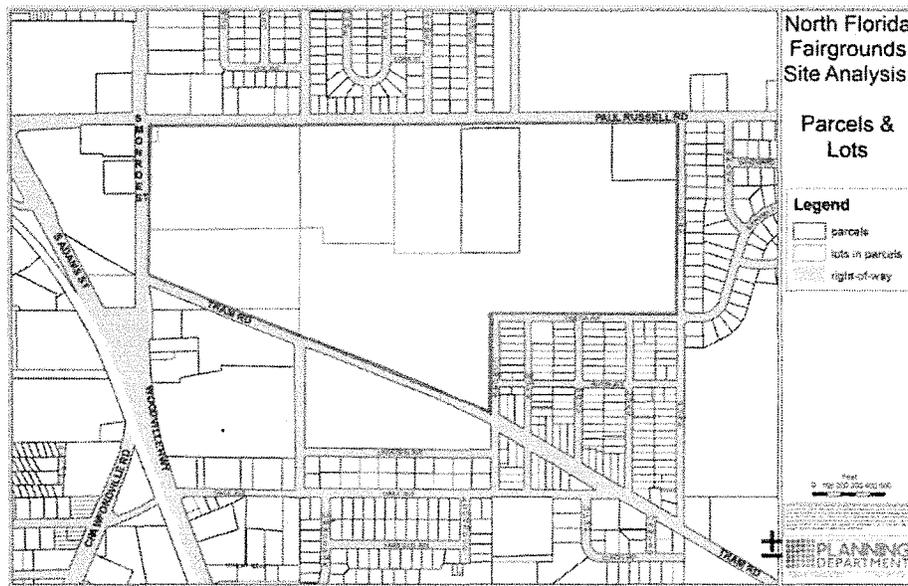
The terms of our engagement are that we have no responsibility to update this report or to revise the estimates because of event and transactions occurring subsequent to the date of this report.

Overview of Current Fairgrounds and Related Properties

This section presents an overview of key ownership, leases, buildings/structures and recent usage trends at the North Florida Fairgrounds.

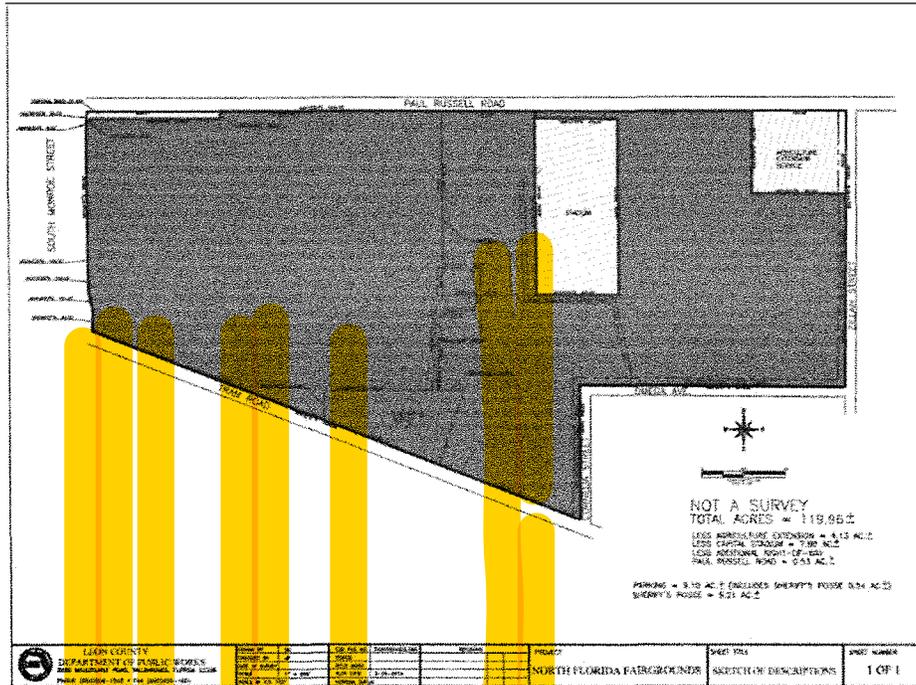
Fairgrounds Parcels, Lots and Leases

Our study involved a review and assessment of not only the property, buildings and structures known as the North Florida Fairgrounds, but also parcels and lots adjacent to the Fairgrounds property. The layout below shows the entire property owned by Leon County and leased to various organizations and entities that is the subject of this study.



The above highlighted property includes the parcel that was originally leased to the North Florida Fair Association (the Fair Association) in 1959 and comprises approximately 107.5 acres.

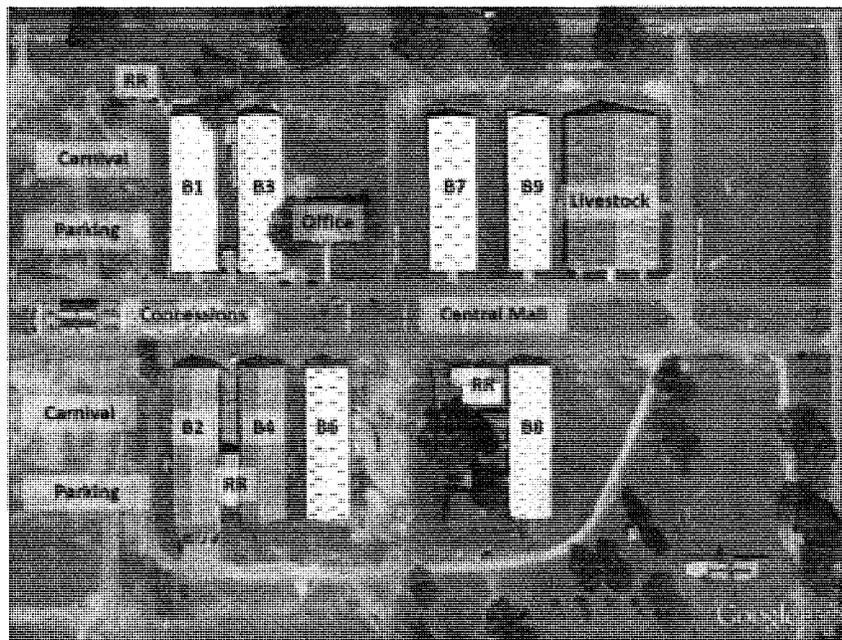
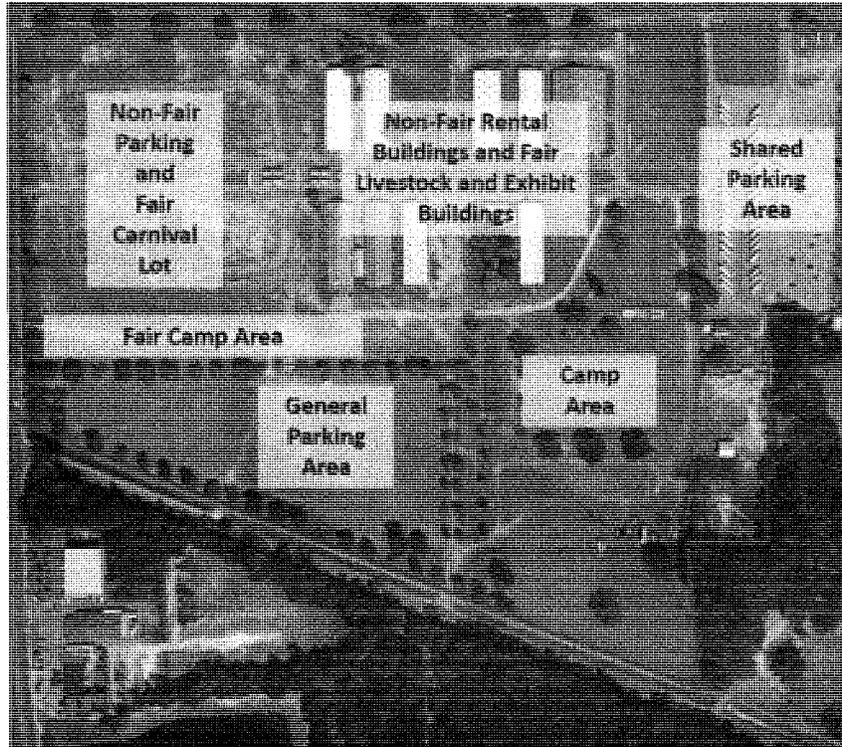
The dark area of the layout below shows the property that was leased to the Fair Association. The areas labeled "Stadium" and "Agriculture Extension Service" were excluded from the original leased property and are controlled by Leon County Schools and Leon County Cooperative Extension Service, respectively. The Stadium parcel is the site of Cox Stadium, a football complex. The Agriculture Extension Service parcel is the site of the offices of Leon County Cooperative Extension.



The Fair Association’s lease of the Fairgrounds Property, most recently amended in 1995, extends to December 31, 2067 and provides for the Fair Association to maintain the grounds and improvements, subject to four additional ongoing uses not associated with the Fair Association’s activities:

- The 9.1-acre parking lot abutting Cox Stadium is used by the Leon County School Board for parking in conjunction with its use of Cox Stadium pursuant to an August 1989 Joint Use Agreement with the Fair Association
- A 5.2-acre portion of the leased property abutting Tram Road is used for the sheriff’s Mounted Patrol Facility and for the County’s livestock impoundment area pursuant to a September 1999 Joint Use Agreement with the Fair Association
- An approximate 20.1-acre portion of the leased property abutting Tram Road is maintained by the City of Tallahassee for its Capital Park facility pursuant to the May 2005 Parks and Recreation Agreement, as amended in February 2008, between the City of Tallahassee and the County; and
- A 2.6-acre recreational trail is maintained by the city of Tallahassee along the easternmost boundary of the Fairgrounds property, 2.28-acres of which lies within the leased premises, pursuant to the Recreational Trail Easement conveyed by the County in June 2008 pursuant to Board Resolution 08-19

The portion of the leased property by the Fair Association in its operations consists principally of the parcels, buildings and structures shown in the aerials below.



Fairground Facilities

Following is an overview of principal spaces, buildings and structures shown on the previous page.

Carnival/Parking Lot

The western side of the Fairgrounds consists of a large open grass space (with paved access road) that is used as the location of the midway, games and carnival food concessions during the annual North Florida Fair (the Fair) and for event parking and outdoor exhibits during the remainder of the year.



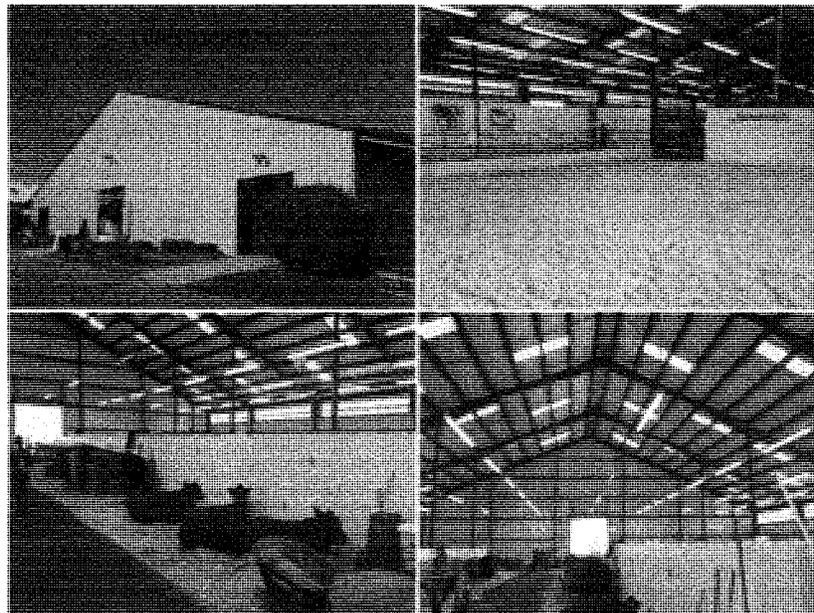
Buildings 1, 3, 7 and 9

Located on the north side of an east-west central mall, Buildings 1, 3, 7 and 9 are metal-skin steel structures with no climate controls. These buildings are used for the floral exhibits, agricultural displays, poultry and petting zoo and goats and other small animals during the Fair.



Livestock Barn

Sited on the north east side of the Fairgrounds, the Livestock Barn is a large metal building, with multiple roll-up and man door access points. It is used for housing beef and dairy cattle during the annual Fair and is available to rent the remainder of the year.



Buildings 2 and 4

Located across the central mall area from Buildings 1 and 3, Buildings 2 and 4 are the only heated and air-conditioned buildings with finished interiors. Advertised at about 12,000 square feet per building, their interiors are slightly smaller than 12,000 sq. ft. after considering their interior finishes, including a kitchen area in Building 2. During the Fair, Building 2 is used for Home and Fine Arts exhibits. Building 4 houses commercial exhibitors during the Fair.



These two buildings are the most rented of all buildings for events and activities throughout the remainder of the year, as detailed on page 13.

Building 6

Neighboring Building 4, this metal building is similar in design and size as Building 1 and 3. During the Fair, Building 6 is home to 4-H exhibits and activities.



Building 8

This structure is a storage building and is not used for programming during the Fair nor is it rented for any non-Fair events or activities.



Information and Concession Structures

On the western end of the central mall corridor are large concrete structures that are used for disseminating information to Fair patrons and for non-profit organizations to sell food concessions. These spaces are available for rent the remaining of the year.



Restrooms

The Fairgrounds has 3 permanent restroom buildings on the grounds. One is located between Buildings 2 and 4 (accessed from the outside only), one is sited just northwest of Building 1 and one is located adjacent to Building 8 fronting the central mall corridor.

Camping Area

Areas marked on the map (page 5) as camp area consist of electric and water hook-ups. According to management of the Fair Association, the Fairgrounds has about 500 identified camp sites.



Ingress/Egress

The Fairgrounds has a number of access points that are used by patrons either for the Fair or for non-Fair events. During the Fair, the shared paved lot between the Fairgrounds and Cox Stadium experiences the highest volume of traffic (off Paul Russell Road), followed by the general parking areas accessed off Tram Road. During non-Fair events, parking is generally sited in the west carnival/parking lot and is accessed off South Monroe Street. The shared paved parking lot is available for only a few non-Fair events.

Recent Usage Trends of Fairground Facilities

To assess the recent historical use of buildings, structures and spaces at the fairgrounds, we used event and building use reports for the calendar years 2012 to 2014, provided by the Fair Association. This assessment relates to non-Fair activities only.

According to Fair Association records, in 2012, 55 non-Fair events were staged at the Fairgrounds; accounting for 92 event days and 179 use days.¹ For 2013, 58 non-Fair events were held at the Fairgrounds; accounting for 100 event days and 209 use days. For 2014, 56 non-Fair events accounted for 91 event days and 178 use days. The following tables present the number and percentage of events, event days and use days for those events, by event type.

North Florida Fairgrounds
Number of Events by Type, 2012 - 2014

Event Type	2012	2013	2014
Animal Show	3	3	2
Community Event	4	6	4
Consumer/Trade Show	11	11	11
Dog Show	3	3	3
Dog Training	8	10	12
Festival	2	2	2
Fundraiser	3	3	3
Other	1	2	3
Private Party/Banquet	9	7	10
RV Rally	1	0	0
Sale/Auction	4	6	4
School Use	1	1	1
Spectator Event	5	4	1
Total	55	58	56

Source: North Florida Fair Association

North Florida Fairgrounds
Number of Event Days by Type, 2012 - 2014

Event Type	2012	2013	2014
Animal Show	7	8	3
Community Event	5	7	5
Consumer/Trade Show	20	21	20
Dog Show	7	7	9
Dog Training	8	13	12
Festival	2	2	3
Fundraiser	5	5	4
Other	1	4	5
Private Party/Banquet	9	7	10
RV Rally	10	0	0
Sale/Auction	12	20	18
School Use	1	1	1
Spectator Event	5	5	1
Total	92	100	91

Source: North Florida Fair Association

North Florida Fairgrounds
Number of Use Days by Type, 2012 - 2014

Event Type	2012	2013	2014
Animal Show	18	20	7
Community Event	12	17	13
Consumer/Trade Show	46	46	38
Dog Show	11	13	14
Dog Training	8	21	17
Festival	6	6	8
Fundraiser	10	10	8
Other	2	10	13
Private Party/Banquet	19	17	21
RV Rally	12	0	0
Sale/Auction	19	35	34
School Use	2	2	2
Spectator Event	14	12	3
Total	179	209	178

Source: North Florida Fair Association

North Florida Fairgrounds
Number of Events by Type, 2012-2014

	2012	2013	2014
Animal Show	5.5%	5.2%	3.6%
Community Event	7.3%	10.3%	7.1%
Consumer/Trade Show	20.0%	19.0%	19.6%
Dog Show	5.5%	5.2%	5.4%
Dog Training	14.5%	17.2%	21.4%
Festival	3.6%	3.4%	3.6%
Fundraiser	5.5%	5.2%	5.4%
Other	1.8%	3.4%	5.4%
Private Party/Banquet	16.4%	12.1%	17.9%
RV Rally	1.8%	0.0%	0.0%
Sale/Auction	7.3%	10.3%	7.1%
School Use	1.8%	1.7%	1.8%
Spectator Event	9.1%	6.9%	1.8%
Total	100.0%	100.0%	100.0%

Source: North Florida Fair Association

North Florida Fairgrounds
Number of Event Days by Type, 2012 - 2014

	2012	2013	2014
Animal Show	7.6%	8.0%	3.3%
Community Event	5.4%	7.0%	5.5%
Consumer/Trade Show	21.7%	21.0%	22.0%
Dog Show	7.6%	7.0%	9.9%
Dog Training	8.7%	13.0%	13.2%
Festival	2.2%	2.0%	3.3%
Fundraiser	5.4%	5.0%	4.4%
Other	1.1%	4.0%	5.5%
Private Party/Banquet	9.8%	7.0%	11.0%
RV Rally	10.9%	0.0%	0.0%
Sale/Auction	13.0%	20.0%	19.8%
School Use	1.1%	1.0%	1.1%
Spectator Event	5.4%	5.0%	1.1%
Total	100.0%	100.0%	100.0%

Source: North Florida Fair Association

North Florida Fairgrounds
Number of Use Days by Type, 2012 - 2014

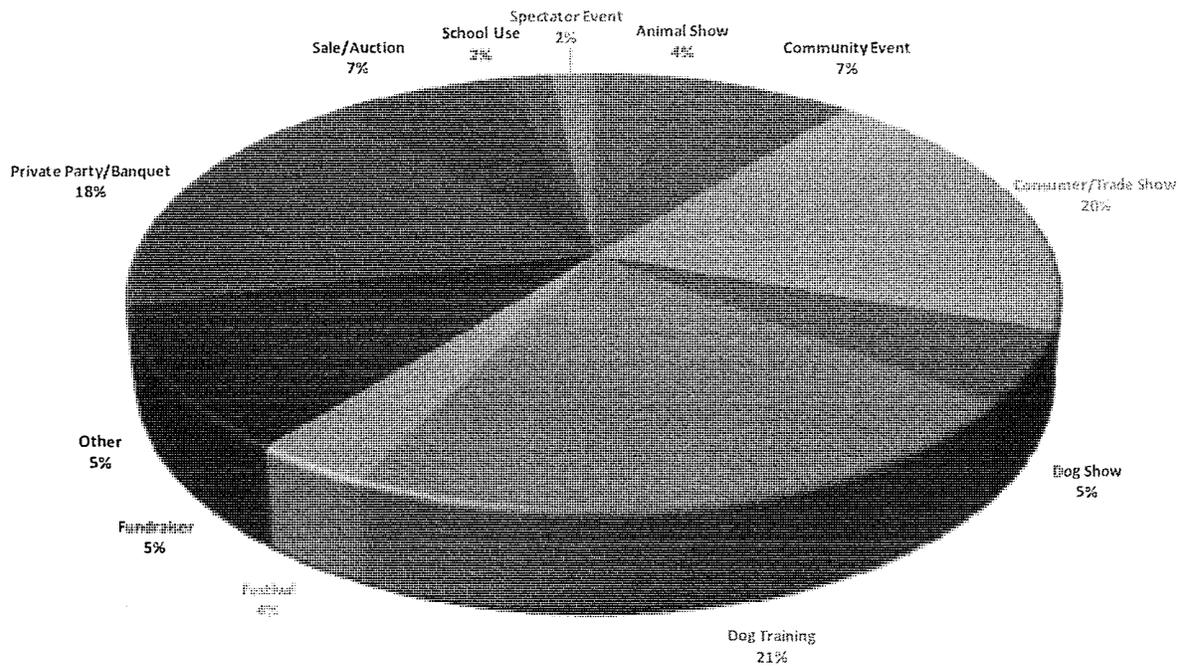
	2012	2013	2014
Animal Show	10.1%	9.6%	3.9%
Community Event	6.7%	8.1%	7.3%
Consumer/Trade Show	25.7%	22.0%	21.3%
Dog Show	6.1%	6.2%	7.9%
Dog Training	4.5%	10.0%	9.6%
Festival	3.4%	2.9%	4.5%
Fundraiser	5.6%	4.8%	4.5%
Other	1.1%	4.8%	7.3%
Private Party/Banquet	10.6%	8.1%	11.8%
RV Rally	6.7%	0.0%	0.0%
Sale/Auction	10.6%	16.7%	19.1%
School Use	1.1%	1.0%	1.1%
Spectator Event	7.8%	5.7%	1.7%
Total	100.0%	100.0%	100.0%

Source: North Florida Fair Association

¹ Use days include move-in/move-out days and actual event days, as reported by the North Florida Fair Association.

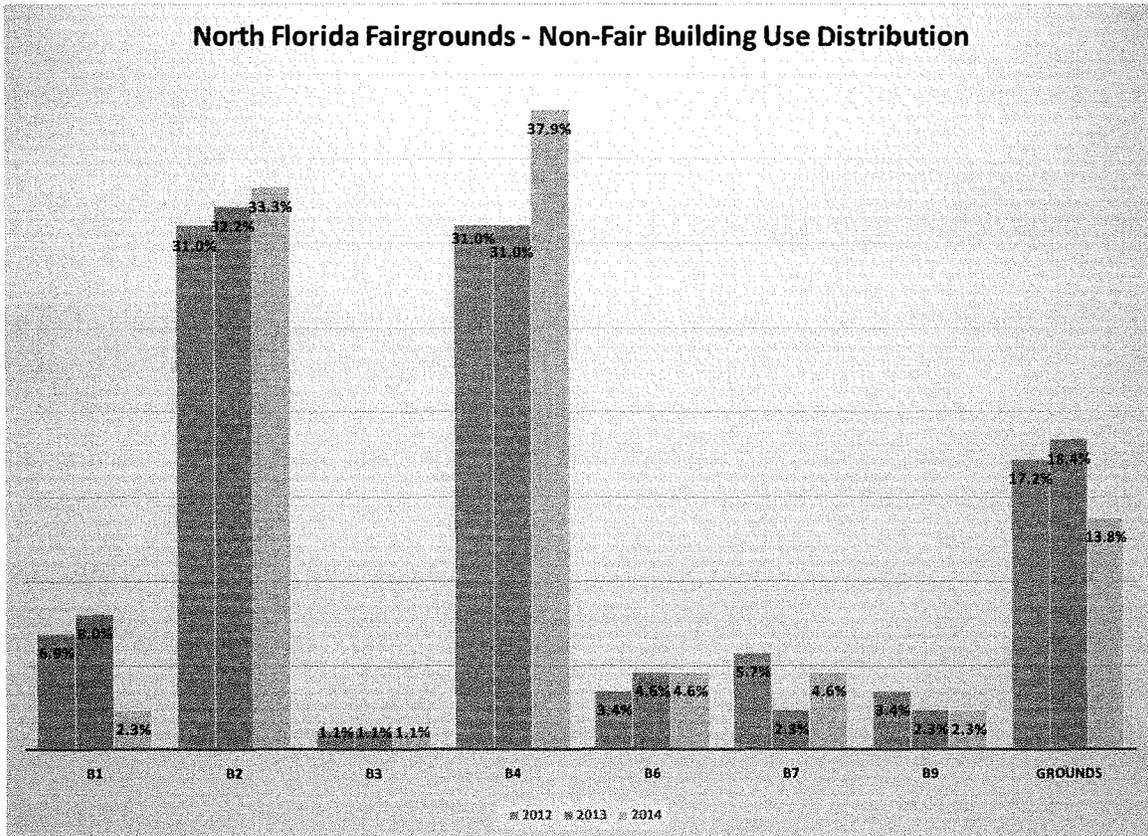
The chart below presents the percentage breakdown of non-Fair events, by type, that rented facilities, structures and outdoor spaces at the Fairgrounds in 2014.

NORTH FLORIDA FAIRGROUNDS - 2014 EVENT DISTRIBUTION BY TYPE



Though dog training activities represented 21 percent of the total number of events in 2014, those activities represented only 9.6 percent of total event days. Consumer/trade shows and sales/auctions were the two event types that accounted for the most actual event and use days, as well as the percentage of total event days and use days.

An analysis of non-Fair use by building, structure and outdoor spaces for 2012 to 2014 revealed that Buildings 2 and 4 were the most used buildings at the Fairgrounds, followed by Building 1 (in 2012 and 2013) and Buildings 6 and 7 (in 2014). Multiple events used outside spaces (in addition to parking areas). The chart below presents the percentage breakout of use by building/space for 2012 to 2014 non-Fair events.



Non-Fair events held at the North Florida Fairgrounds during the years 2012 to 2014 included:

- | | |
|--|---------------------------------|
| Antique Bottle Show | Maranatha Health Fair |
| Big Bend Bird Club | Market Days |
| Bully Bash | Ochlochonee River Kennel Club |
| Dale Earnhardt Jr. Auto Sale | Pig Fest |
| Family Campers and RV'ers | Private Parties and Fundraisers |
| FAMU | Reading Rally |
| FSU and FAMU Sororities and Fraternities | Repticon |
| Gun & Knife Show | Tallahassee Boat Show |
| Kids Fest | Tallahassee Dog Obedience Club |
| Leo County Schools | Tallahassee Rollergirls |
| Liquidation Sale | |

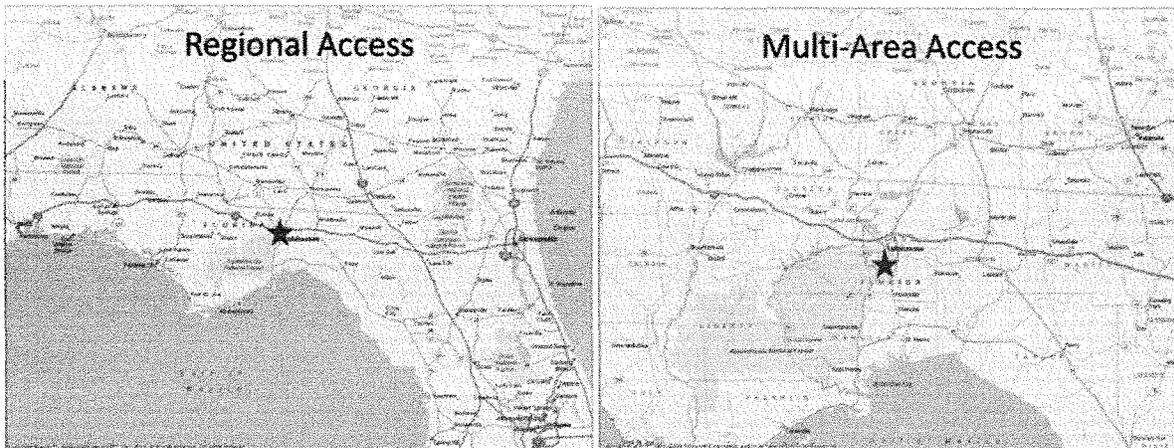
The above list is not the complete list of non-Fair events, but is representative of the principal events held at the Fairgrounds.

FACTORS AFFECTING DEMAND FOR FACILITIES

The demand for event facilities is dependent on a number of factors – location, community resources, facilities, demographic and economic trends and competitive and comparable facilities. This section presents an overview of these factors in relation to the Fairgrounds.

Site Location Assessment

Located in Tallahassee, the Fairgrounds is in the eastern side of the Florida panhandle, with regional and multi-area access via Interstate 10 from the east and west, US Highway 27 from the northwest and US Highway 319 from the north and south.



The table below shows the corresponding mileage and drive times to and from Tallahassee.

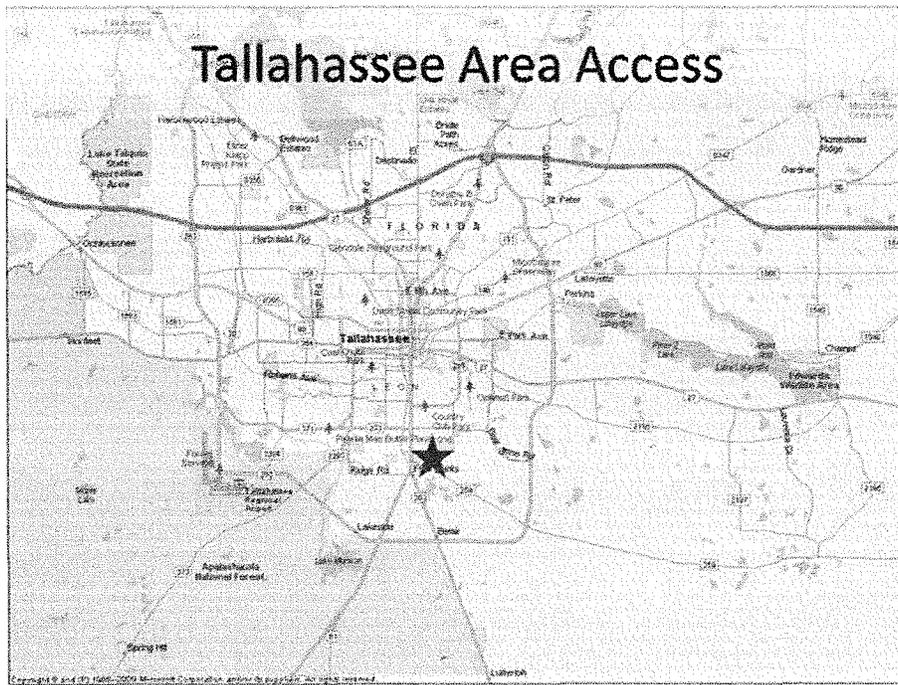
North Florida Fairgrounds

Distance and Drivetime Distances from Tallahassee

Location	Distance	Drive Time
Monticello, FL	32 miles	40 minutes
Thomasville, GA	37 miles	55 minutes
Bainbridge, GA	43 miles	63 minutes
Tifton, GA	94 miles	122 minutes
Dothan, AL	97 miles	113 minutes
Panama City, FL	100 miles	119 minutes
Gainesville, FL	157 miles	146 minutes
Fort Walton Beach, FL	166 miles	163 minutes
Jacksonville, FL	167 miles	157 minutes
Pensacola, FL	199 miles	177 minutes

Source: Google Maps

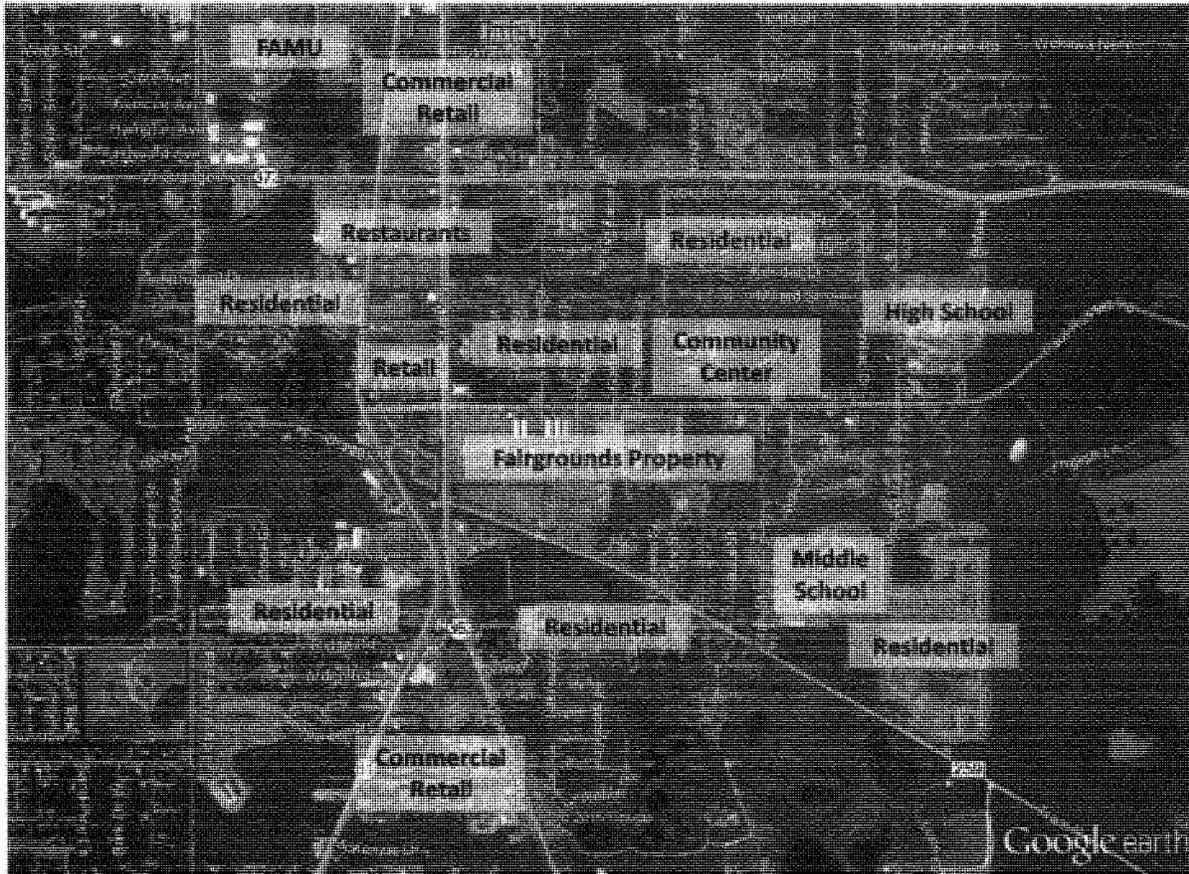
The Fairgrounds site is located in the southern area of Tallahassee and south central Leon County.



Local access to the Fairground site is via S. Monroe Street from the north, Paul Russell Road from the east and west and Crawford Road and Woodville Highway from the south.



The aerial view below shows the variety of land uses with areas in closest proximity to the Fairgrounds.

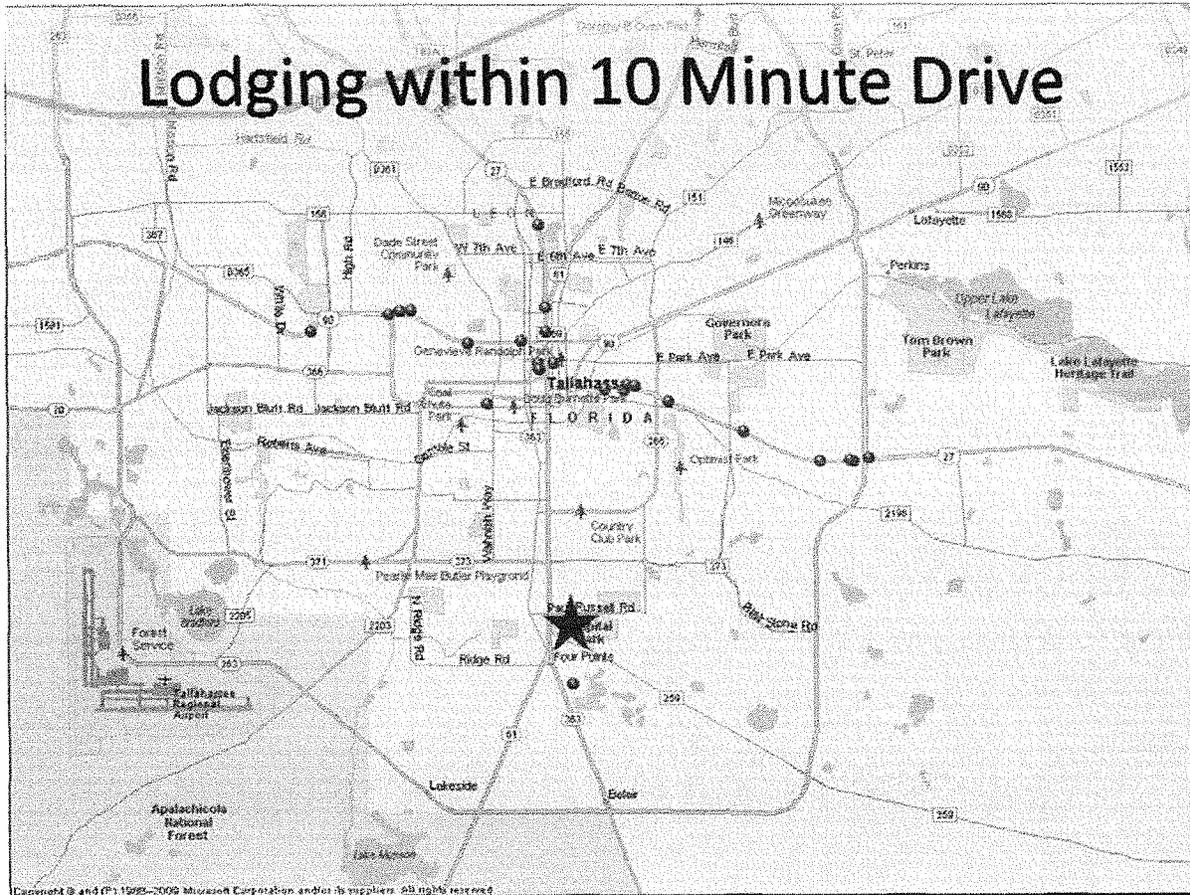


The Fairgrounds is bordered by Paul Russell Road along the north, south Monroe Street along the west and Tram Road along its southern edge. Below are recent daily traffic counts provided by KSS Fuels Traffic Metrix:

Street Location	Most Recent Year	Average Daily Traffic Count
Paul Russell, east of S. Monroe St.	2005	11,000
Paul Russell, east of S. Adams St.	2012	8,732
S. Monroe St., south of Paul Russell Rd.	2012	13,292
S. Monroe St., north of Paul Russell Rd.	2011	17,600
Tram Road, near south entrance to F.G.	2012	3,106
Woodville Highway, south of Tram Rd.	2011	15,400

Source: KSS Fuels Traffic Metrix

The map below shows the proximity of the Fairgrounds to lodging facilities located within a 10-minute drive.



NORTH FLORIDA FAIRGROUNDS STUDY

FACTORS AFFECTING DEMAND FOR FACILITIES

The table below presents the preferred lodging facilities for meetings and conventions, per Leon County Division of Tourism Development, in the metro area.

North Florida Fairgrounds

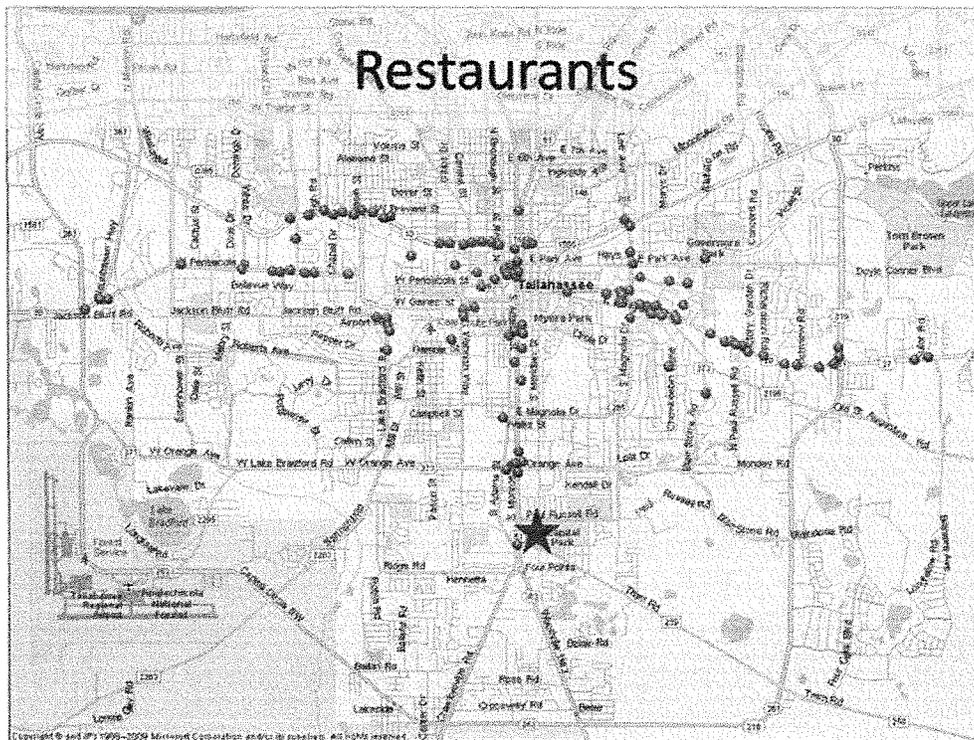
Hotels in Market Area

Name	Number of Rooms	Name	Number of Rooms
Aloft Tallahassee Downtown	162	Holiday Inn Express East	135
Baymond Inn & Suites Central	134	Holiday Inn Tallahassee Conference Center	132
Baymond Inn and Suites Tallahassee	93	Homewood Suites Tallahassee	94
Best Western Plus Tallahassee North Hotel	96	Hotel Duval	135
Best Western Pride Inn & Suites	78	Howard Johnson Express Inn	51
Best Western Seminole Inn	60	Inn at Killearn Country Club	30
Candlewood Suites Tallahassee	114	La Quinta Inn Tallahassee North	154
Capital Circle Inn & Suites	100	Microtel Inn & Suites	91
Capital Inn Motel	18	Motel 6 Downtown	7
Comfort Suites	90	Motel 6 North	13
Country Inn & Suites East	60	Motel 6 Tallahassee West	101
Country Inn & Suites Tallahassee	65	Quality Inn	73
Courtyard by Marriott Tallahassee Capital	154	Quality Inn & Suites-Capital District	90
Courtyard by Marriott Tallahassee North	93	Ramada Plaza Capitol	151
Days Inn Government Center	80	Red Roof Inn	108
Days Inn Tallahassee University Center	47	Residence Inn Tallahassee North	78
Double Tree Hotel Tallahassee	243	Residence Inn Tallahassee Universities	64
Econo Lode North	82	Rodeway Inn	60
Econo Lodge Tallahassee	40	Sleep Inn	78
Extended Stay America	59	Spring Hills Suites Tallahassee Central	88
Fairfield Inn by Marriott	79	Staybridge Suites Tallahassee I-10 North	104
Fairfield Inn & Suites Tallahassee Central	97	Super 8 Motel	112
Four Points by Sheraton Tallahassee Downtown	164	Towneplace Suites	95
Governors Inn	41	Travelodge Tallahassee	188
Guest House Inn Tallahassee	160	University Inn & Suites Tallahassee	56
Hampton Inn & Suites I-10	122	Value Place Tallahassee East	121
Hampton Inn Tallahassee Central	78	Value Place Tallahassee West	121
Hilton Garden Inn Tallahassee	99	Wingate by Wyndham	116
Hilton Garden Inn Tallahassee Central	85	Total Number of Rooms	2,793

Source: Leon County Division of Tourism Development

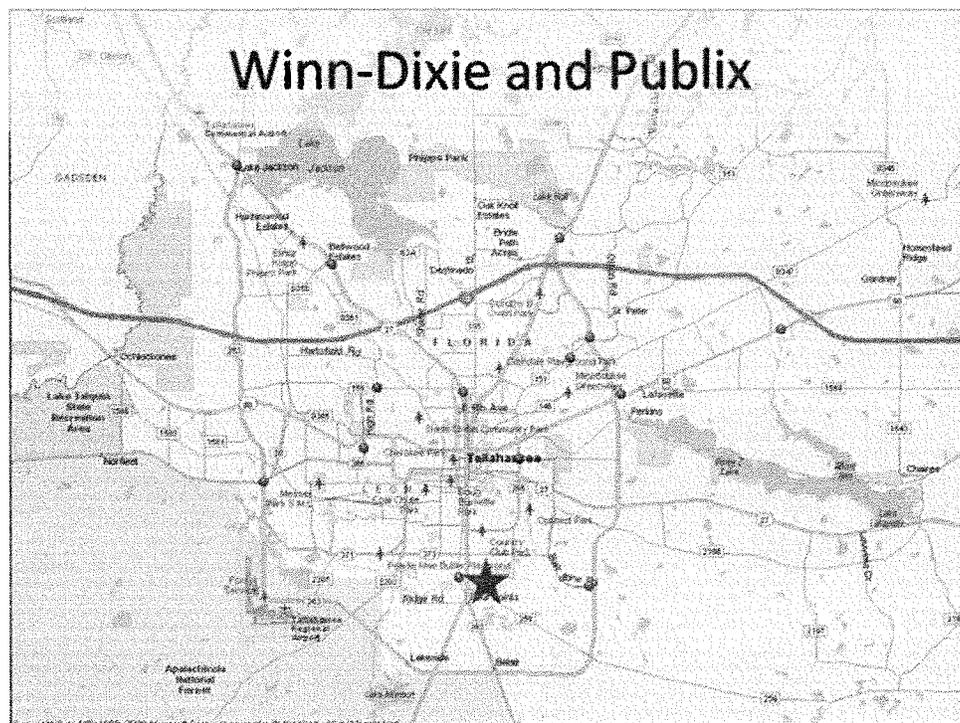
Restaurants

The Fairgrounds is in close proximity to a variety of eating establishments located along South Monroe Street, as well as along Apalachee Parkway and Tennessee Street, as illustrated in the below map. These restaurants include fast food, national chain restaurants, locally-owned diners, hotel restaurants, coffee shops and similar eating establishments.



Retail

In addition to the commercial and retail areas in close proximity to the Fairgrounds (shown in the aerial on page 16), Tallahassee has a number of significant retail corridors and locations, including Governors Square, Tallahassee Mall, Walmart, Target and grocery chain locations, shown in the following maps.



Area Attractions and Events

There are a variety of attractions in the Tallahassee area, including:

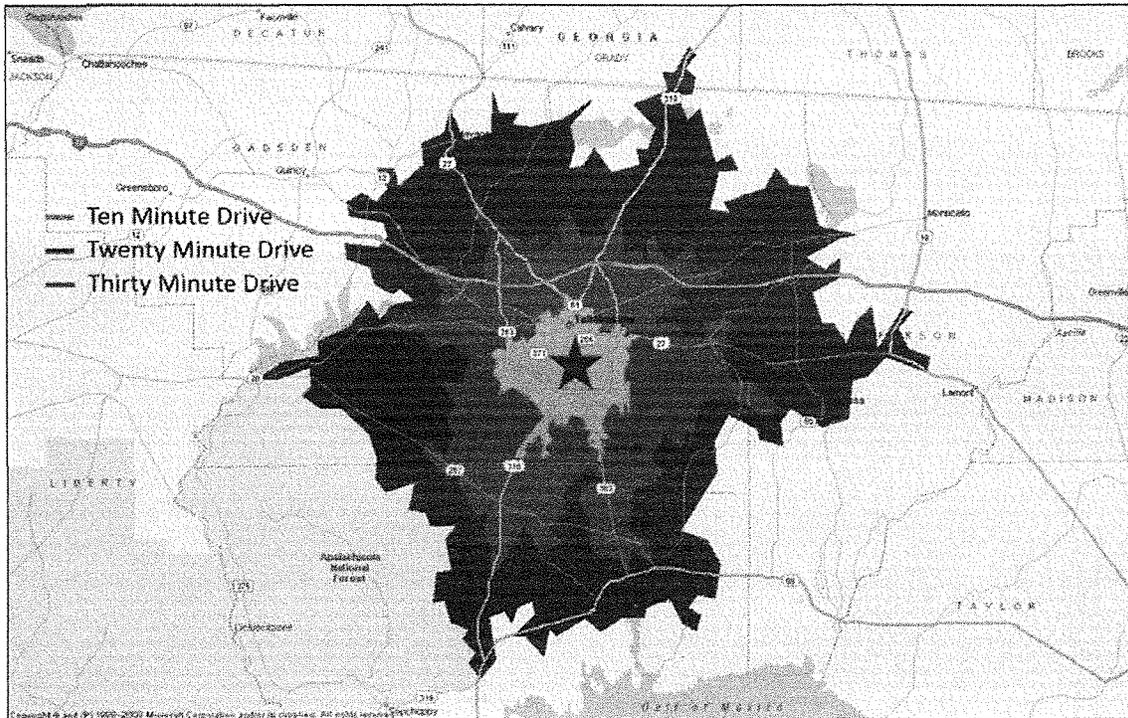
- Florida State Capitol
- Tallahassee Museum
- LeMagne Chain of Parks Arts Festival
- Cascades Park
- Florida State University
- Florida A&M University
- Challenger Learning Center
- Florida Caverns State Park
- Springtime Tallahassee Festival
- Florida Historic Capitol Museum
- Tallahassee Automobile Museum
- Wakulla Springs State Park

In addition, Tallahassee/Leon County residents and visitors have a variety of annual events and activities to choose from, including:

- | | |
|------------------------|---------------------------|
| Downtown Marketplace | Southern Shakespeare Fest |
| FSU and FAMU Arts | Springtime Tallahassee |
| FSU and FAMU Athletics | Summer Concert Series |
| Jazz & Blues Festival | Tallahassee Film Festival |
| Outdoor Activities | Winter Festival |

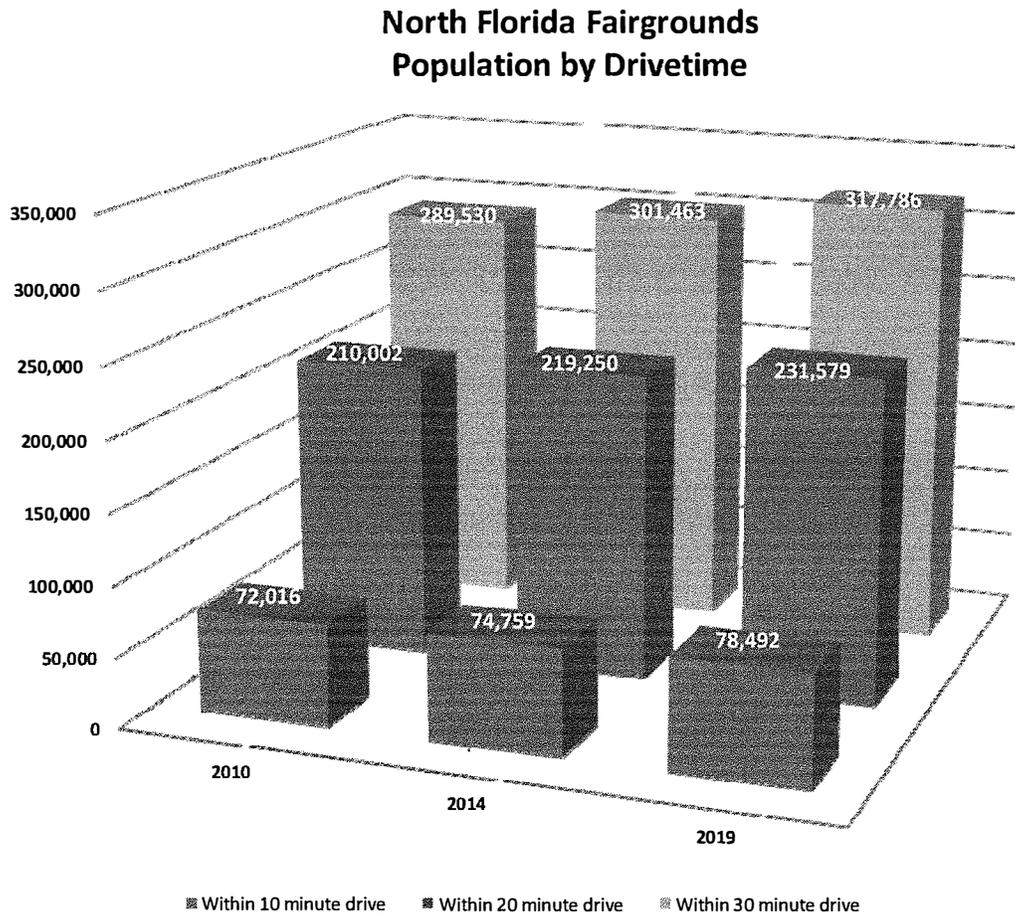
DEMOGRAPHIC AND ECONOMIC TRENDS

For purposes of the market assessment, based on the location of the Fairgrounds site, access to the site and estimated drive times and other transportation access, the primary market area for non-Fair events and activities at the Fairgrounds that appeal to local residents is expected to be within a 20-minute drive time. For purposes of this assessment, we have analyzed key market characteristics of the population within a 10-minute, 20-minute and 30-minute drive time of the grounds, as shown in the map below.



Population Trends

The chart below shows the 2010 Census, 2014 estimated and 2019 projected population living within 10-minutes, 20-minutes and 30-minutes of the Fairgrounds.



Households

The table below presents the number of households, by drive time, for the Fairgrounds market. Based on the number of households and population with the various drive times, the average household size is about 2.4 persons for the households within 20 minutes of the Fairgrounds.

**North Florida Fairgrounds
Household Trends, 2010 - 2019**

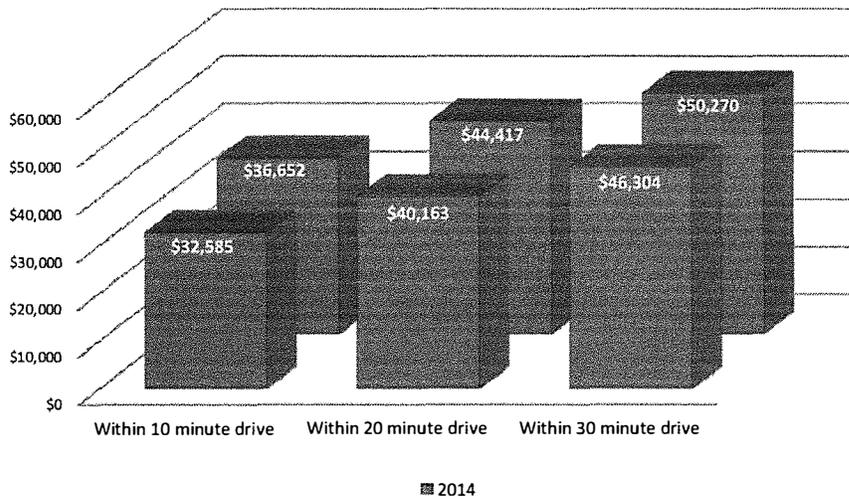
Market Area	2010	2014	2019
Within 10 minute drive	<u>28,272</u>	<u>29,486</u>	<u>31,124</u>
Within 20 minute drive	<u>86,454</u>	<u>90,445</u>	<u>95,816</u>
Within 30 minute drive	<u>115,233</u>	<u>120,195</u>	<u>127,067</u>

Source: The Nielsen Company, 2014

Income Trends

The charts below present the estimated 2014 and projected 2019 median household incomes and average household incomes, by drive times, for the Fairgrounds.

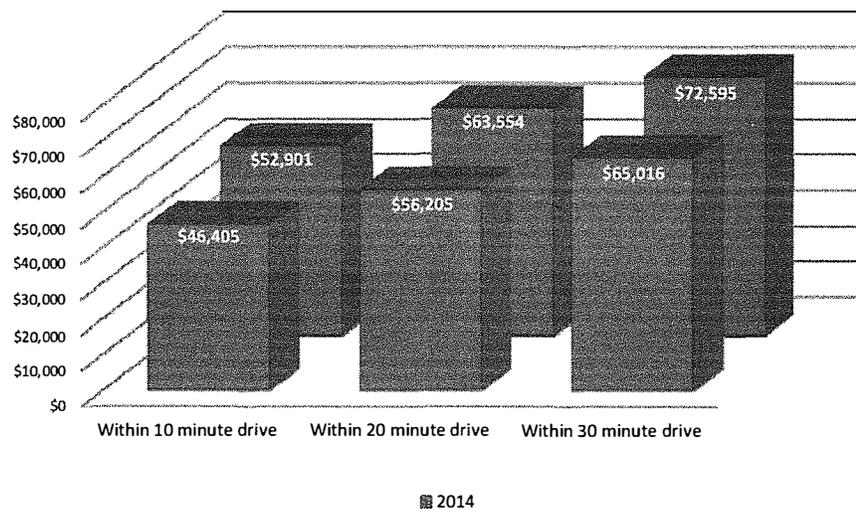
**North Florida Fairgrounds
Median Household Income by Drivetime**



The median and average incomes of households within 20 minutes of the Fairgrounds, \$40,163 and \$56,205, respectively, are substantially lower than those of both the US and State of Florida. The 2014 US median household income was \$51,939 and the 2013 median household income in Florida was \$46,036, according to the U.S. Census Bureau.

The low median and average household incomes shown in the above tables, reflects the presence of the large student population of both FSU and FAMU.

**North Florida Fairgrounds
Average Household Income by Drivetime**



Age Trends

The median age of the population within 20 minutes of the Proposed Site is estimated at just under 29 years, as shown in the table below. Again, the student populations of FSU and FAMU significantly affect these statistics.

**North Florida Fairgrounds
Median Age**

Market Area	2010	2014	2019
Within 10 minute drive	<u>25.0</u>	<u>25.9</u>	<u>27.9</u>
Within 20 minute drive	<u>28.1</u>	<u>28.7</u>	<u>30.7</u>
Within 30 minute drive	<u>30.8</u>	<u>31.2</u>	<u>32.9</u>

Source: The Nielsen Company, 2014

The table below presents the age segments for the population within 10-minutes, 20-minutes and 30-minutes of the Fairgrounds for the years 2010, 2014 and 2019.

**North Florida Fairgrounds
Population Distribution Percentages**

Market Area	Ages						
	0 - 14	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
2010							
Within 10 minute drive	<u>13.8%</u>	<u>35.6%</u>	<u>16.3%</u>	<u>9.0%</u>	<u>9.2%</u>	<u>7.8%</u>	<u>8.3%</u>
Within 20 minute drive	<u>14.0%</u>	<u>34.5%</u>	<u>16.8%</u>	<u>10.0%</u>	<u>8.5%</u>	<u>8.2%</u>	<u>8.0%</u>
Within 30 minute drive	<u>14.4%</u>	<u>30.9%</u>	<u>16.5%</u>	<u>12.5%</u>	<u>8.3%</u>	<u>7.9%</u>	<u>9.5%</u>
2014							
Within 10 minute drive	<u>13.0%</u>	<u>26.4%</u>	<u>16.6%</u>	<u>13.1%</u>	<u>9.4%</u>	<u>9.4%</u>	<u>12.1%</u>
Within 20 minute drive	<u>14.8%</u>	<u>29.2%</u>	<u>16.3%</u>	<u>10.5%</u>	<u>9.6%</u>	<u>9.5%</u>	<u>10.0%</u>
Within 30 minute drive	<u>15.1%</u>	<u>25.7%</u>	<u>16.2%</u>	<u>12.8%</u>	<u>9.1%</u>	<u>9.2%</u>	<u>11.8%</u>
2019							
Within 10 minute drive	<u>16.3%</u>	<u>25.0%</u>	<u>14.7%</u>	<u>11.3%</u>	<u>12.4%</u>	<u>10.8%</u>	<u>9.4%</u>
Within 20 minute drive	<u>15.7%</u>	<u>25.1%</u>	<u>14.7%</u>	<u>11.1%</u>	<u>11.3%</u>	<u>11.0%</u>	<u>11.0%</u>
Within 30 minute drive	<u>15.5%</u>	<u>22.6%</u>	<u>15.0%</u>	<u>12.3%</u>	<u>10.5%</u>	<u>10.9%</u>	<u>13.2%</u>

Source: The Nielsen Company, 2014

As noted above, the student population of FSU and FAMU significantly affect the distribution of the population's ages, with over 25 percent of the population in the 15 to 24 age range.

Race/Ethnicity

The table below shows the 2010, 2014 and 2019 estimated percentage breakdown of the population, by race/ethnicity, within 10-minutes, 20-minutes and 30-minutes of the Fairgrounds.

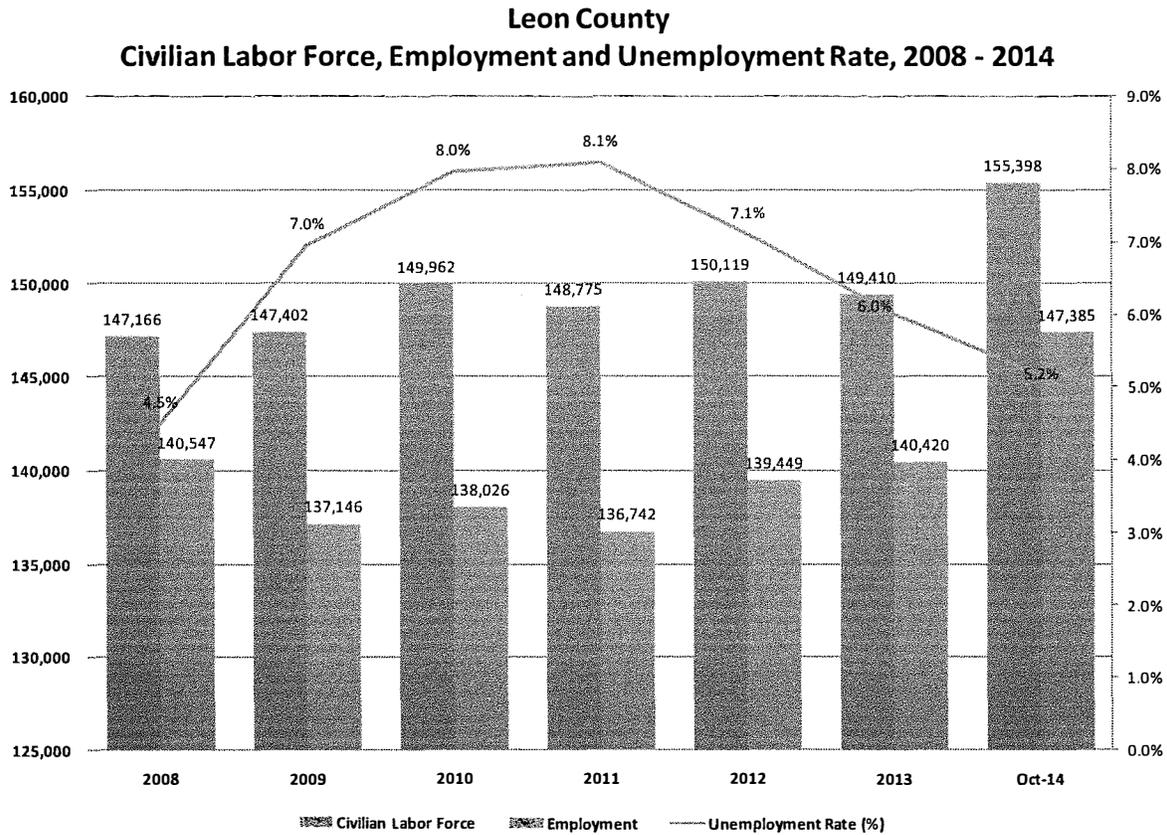
**North Florida Fairgrounds
Race/Ethnicity Trends by Drive Time**

Market Area	Ethnicity							
	White	Black	American Indian	Asian	Pacific Islander	Other Race	Two or More Races	Hispanic
<u>2010</u>								
Within 10 minute drive	<u>46.7%</u>	<u>46.8%</u>	<u>0.3%</u>	<u>2.9%</u>	<u>0.1%</u>	<u>1.0%</u>	<u>2.1%</u>	<u>5.2%</u>
Within 20 minute drive	<u>46.2%</u>	<u>46.8%</u>	<u>0.3%</u>	<u>3.0%</u>	<u>0.1%</u>	<u>1.2%</u>	<u>2.4%</u>	<u>6.3%</u>
Within 30 minute drive	<u>45.3%</u>	<u>47.1%</u>	<u>0.3%</u>	<u>3.1%</u>	<u>0.1%</u>	<u>1.3%</u>	<u>2.8%</u>	<u>7.7%</u>
<u>2014</u>								
Within 10 minute drive	<u>57.6%</u>	<u>35.4%</u>	<u>0.3%</u>	<u>2.9%</u>	<u>0.1%</u>	<u>1.3%</u>	<u>2.4%</u>	<u>6.0%</u>
Within 20 minute drive	<u>56.1%</u>	<u>36.2%</u>	<u>0.3%</u>	<u>3.0%</u>	<u>0.1%</u>	<u>1.6%</u>	<u>2.7%</u>	<u>7.4%</u>
Within 30 minute drive	<u>54.2%</u>	<u>37.2%</u>	<u>0.3%</u>	<u>3.1%</u>	<u>0.1%</u>	<u>1.9%</u>	<u>3.2%</u>	<u>9.3%</u>
<u>2019</u>								
Within 10 minute drive	<u>62.9%</u>	<u>30.5%</u>	<u>0.3%</u>	<u>2.8%</u>	<u>0.1%</u>	<u>1.2%</u>	<u>2.2%</u>	<u>5.5%</u>
Within 20 minute drive	<u>61.5%</u>	<u>31.2%</u>	<u>0.3%</u>	<u>2.9%</u>	<u>0.1%</u>	<u>1.5%</u>	<u>2.6%</u>	<u>6.8%</u>
Within 30 minute drive	<u>59.7%</u>	<u>32.1%</u>	<u>0.3%</u>	<u>3.0%</u>	<u>0.1%</u>	<u>1.8%</u>	<u>3.0%</u>	<u>8.6%</u>

Source: The Nielsen Company, 2014

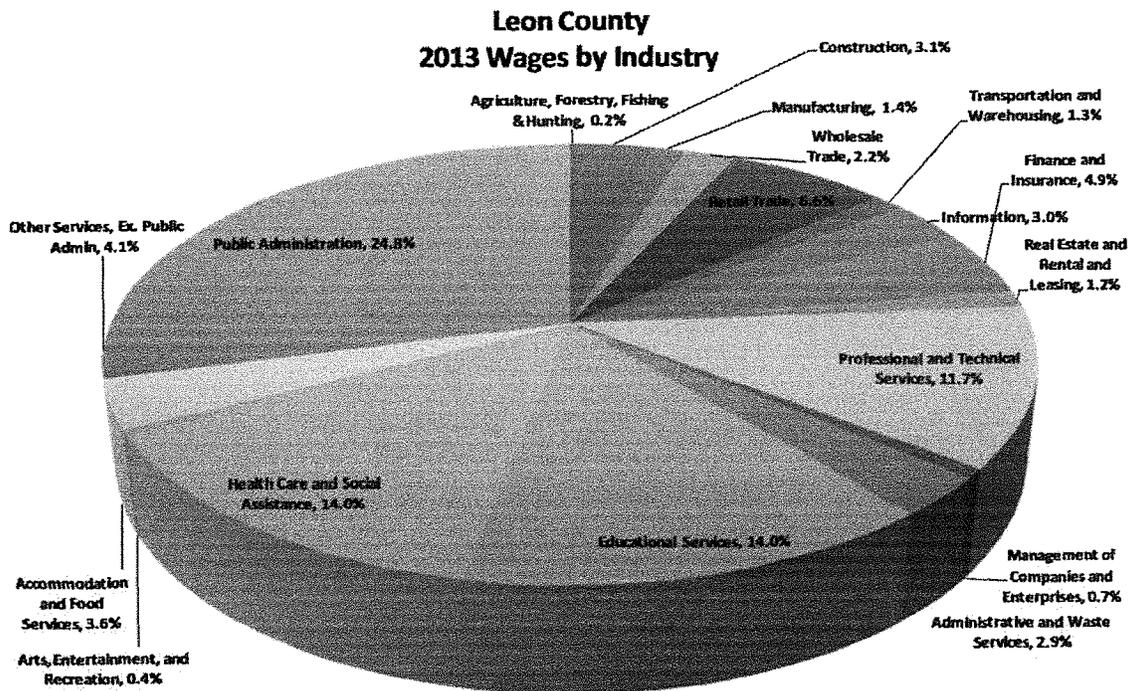
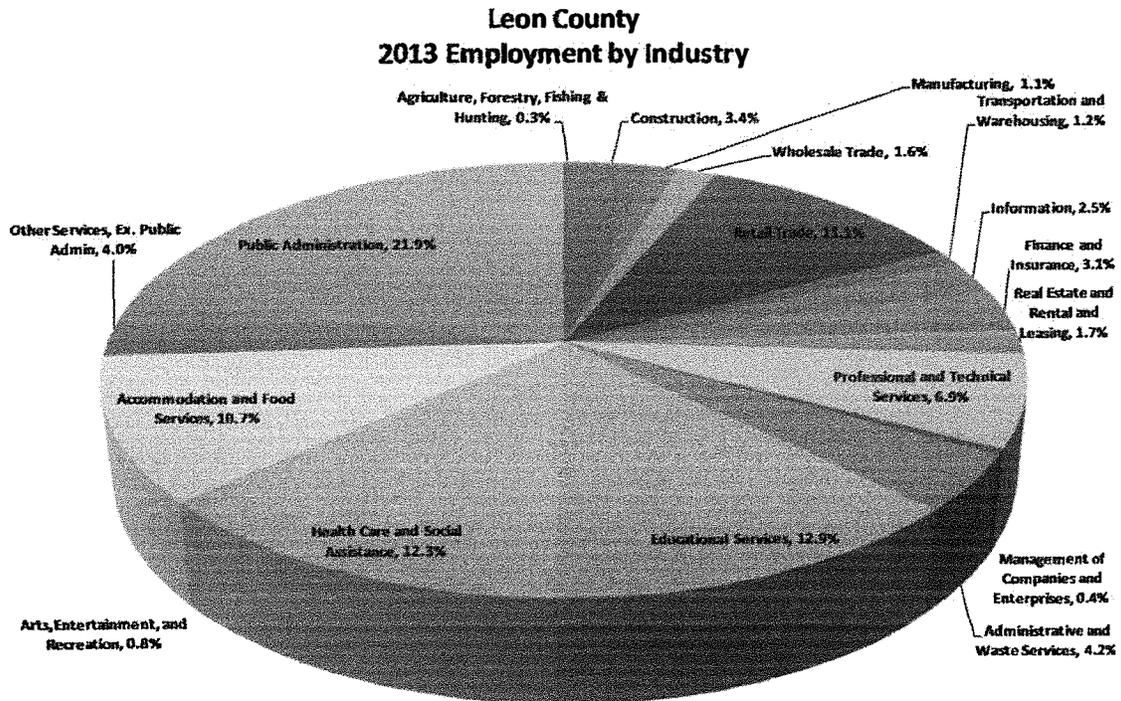
Labor Force Trends

The Leon County labor force trends, including the size of the labor force number employed and unemployment rates, from 2008 to October 2014 (most recent available data) is presented in the chart below.



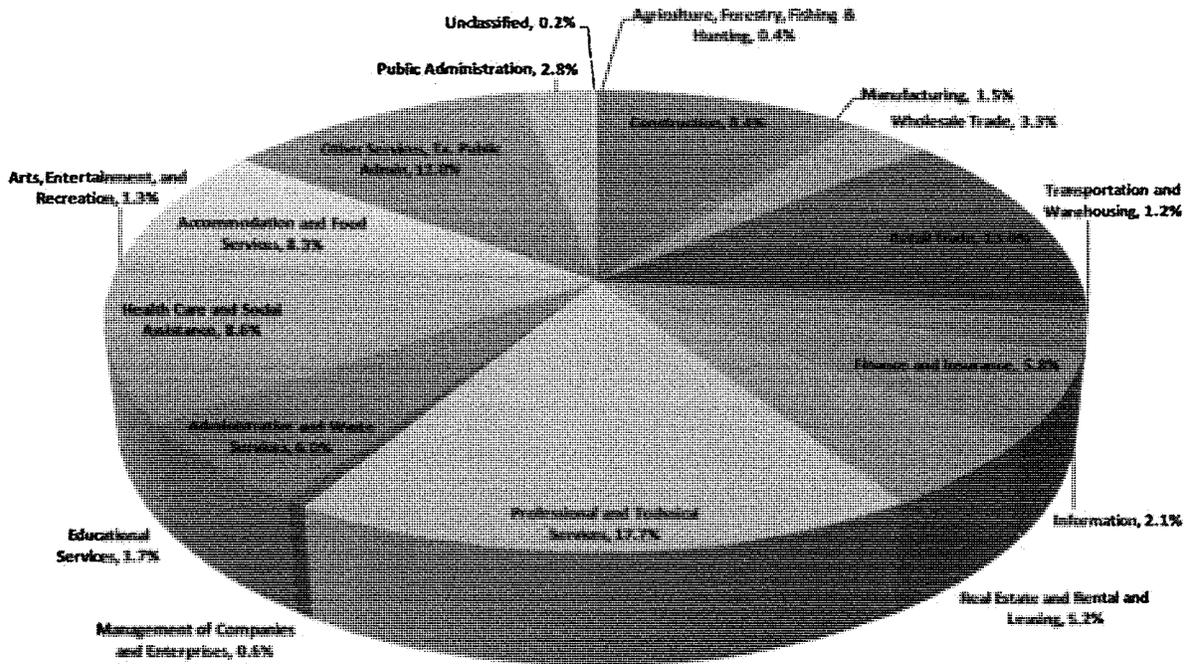
The chart above reflects the effects of the national recession that occurred between 2008 and 2011.

Major employers in the Tallahassee/Leon County area include government, education services and health care, in terms of both the number of employees and wages paid, as illustrated in the chart below.



In contrast to the distributions on the previous page, the chart below shows the distribution of employers, by industry, for Leon County, with professional and technical services having the most employers, followed by retail and other services. Public administration (government) and educational services only make up 4.5 percent of all employers, but account for almost 35 percent of the employees and wages paid in the County – reflecting the State Capitol, FSU, FAMU and Tallahassee Community College.

**Leon County
2013 Number of Establishments by Industry**



Socio-Economic Analysis

In addition to analyzing population and business trends within the Fairgrounds’ market area, a look at the socio-economic make-up of households reveals much about the general propensity of those households with regard to spending habits, media, activities and interests. This data can help identify possible events and activities at the Fairgrounds that may appeal to the local households.

To assess the socio-economic trends of households related to the Fairgrounds, we obtained ESRI’s Tapestry Segmentation data for households within 10-minutes, 20-minutes and 30-minutes of the Fairgrounds. Below is the top ten Tapestry Segments for households within 10-minutes, 20-minutes and 30-minutes of the Fairgrounds – organized in descending order for the 20-minute drive time.

**North Florida Fairgrounds
ESRI Tapestry Top 10 Segments**

Segment	Within 10 Minutes	Within 20 Minutes	Within 30 Minutes
Dorms to Diplomas	16.5%	14.5%	11.2%
Young and Restless	15.4%	13.1%	10.1%
College Towns	10.2%	11.5%	8.9%
Down the Road	9.5%	6.2%	5.0%
Exurbanites	0.0%	5.5%	5.0%
Emerald City	11.5%	5.2%	4.0%
Bright Young Professional	0.0%	5.0%	3.9%
Southern Satellites	0.9%	4.6%	7.1%
Old and Newcomers	3.1%	4.5%	3.8%
Savvy Suburbanites	0.0%	4.0%	6.6%
	<u>67.1%</u>	<u>74.1%</u>	<u>65.6%</u>

Source: ESRI, 2015

Following are summary descriptions of the top 6 of the above Tapestry segments for households within 20-minutes of the Fairgrounds, per the ESRI website.

On their own for the first time, ***Dorms to Diplomas*** residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players. Median household income - \$17,000.

Socio-Economic Traits:

- They’re the youngest market with half of the population aged 20–24.
- They’re impulse buyers who experiment with different brands. They buy trendy clothes on a budget.
- Vehicles are just a means of transportation—economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- They value socializing, having fun, and learning new things.
- They’re always connected; their cell phone is never out of reach.

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smart phones are a way of life, and they use the Internet extensively. **Young and Restless** consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest. Median household income - \$36,000.

Socio-Economic Traits:

- Education completed: 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Education in progress: almost 15% are still enrolled in college (Index 185).
- Labor force participation rate is exceptionally high at 75.4%; unemployment is low at 7.8%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

About half the residents of **College Towns** are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. **College Towns** are all about new experiences, and residents seek out variety and adventure in their lives. Median household income - \$28,000.

Socio-Economic Traits:

- Their limited incomes result in thrifty purchases.
- They do not eat the healthiest foods, nor do they see a doctor regularly.
- They dress to impress with the latest fashions of the season.
- They prefer environmentally friendly products and vehicles that get good gas mileage.
- They're heavily influenced by celebrity endorsements and trends in magazines.
- They feel anything that can be done online is easier than in person.
- They have liberal political views.

Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level. Median household income - \$36,000.

Socio-Economic Traits:

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the US rate.
- Labor force participation rate is 59.6%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

Ten years later, **Exurbanites** residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane. Median household income - \$98,000.

Socio-Economic Traits:

- Residents are college educated; more than half have a bachelor's degree or higher; almost 80 have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 94).
- Unemployment remains low at 5.5% (Index 64); more of the residents prefer self-employment (Index 184) or working from home (Index 181).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business. Median household income - \$52,000.

Socio-Economic Traits:

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

Competitive and Comparable Facilities

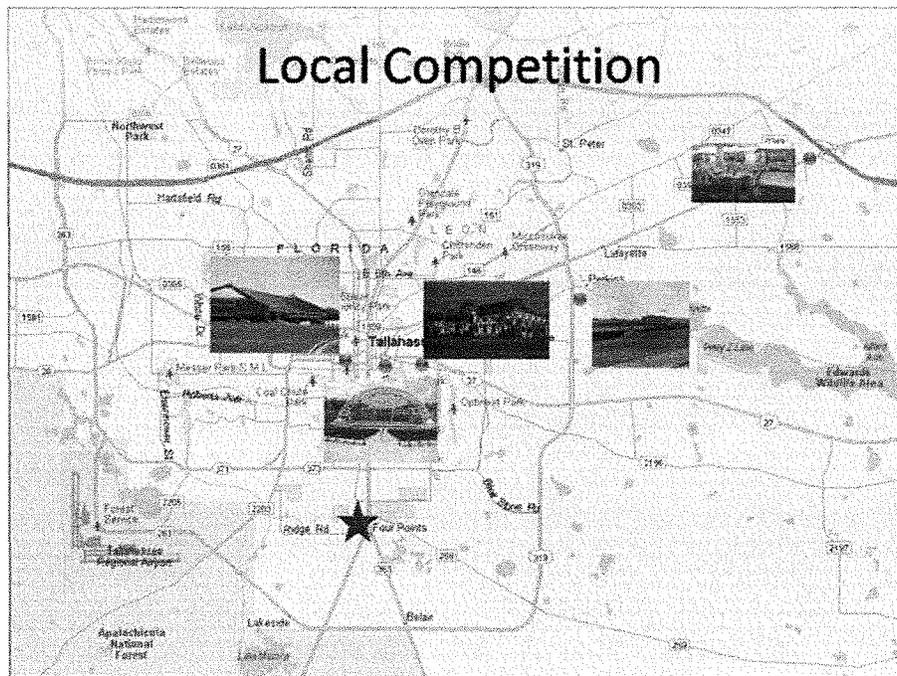
To further assess the demand potential for event facilities at the Fairgrounds site, it is necessary to understand the nature and operation of competitive event facilities (existing and planned) and their potential impact on new/expanded facilities at Fairgrounds.

This section presents an overview of event facilities that are considered competitive with both existing facilities and potential new/expanded facilities at the Fairgrounds site. During the course of our study, we identified a number of facility types as potential competition with new/expanded facilities at the Fairgrounds:

- **Local Competition** – These are event facilities that management of the Fair Association identified as direct competition.
- **Lodging Facilities** – These are facilities that are host meetings, tradeshows, consumer shows, swap meets and similar events in area lodging facilities.
- **Stand-Alone Meeting Spaces** – These are facilities that are smaller, stand-alone meeting venues.
- **Sports Attractions** – These are local sports related facilities that host indoor and outdoor sporting events.
- **Planned Facilities** – These are significant planned event facilities in the Tallahassee area.

Local Competition

Management of the Fair Association identified four local event venues as being competition for non-Fair events and activities – Donald L. Tucker Civic Center, Tallahassee Automobile Museum, The Moon nightclub and the National Guard Armory. We also added the Capitol City Amphitheater to this category. The location of these event facilities, in relation to the Fairgrounds, is shown in the map below.

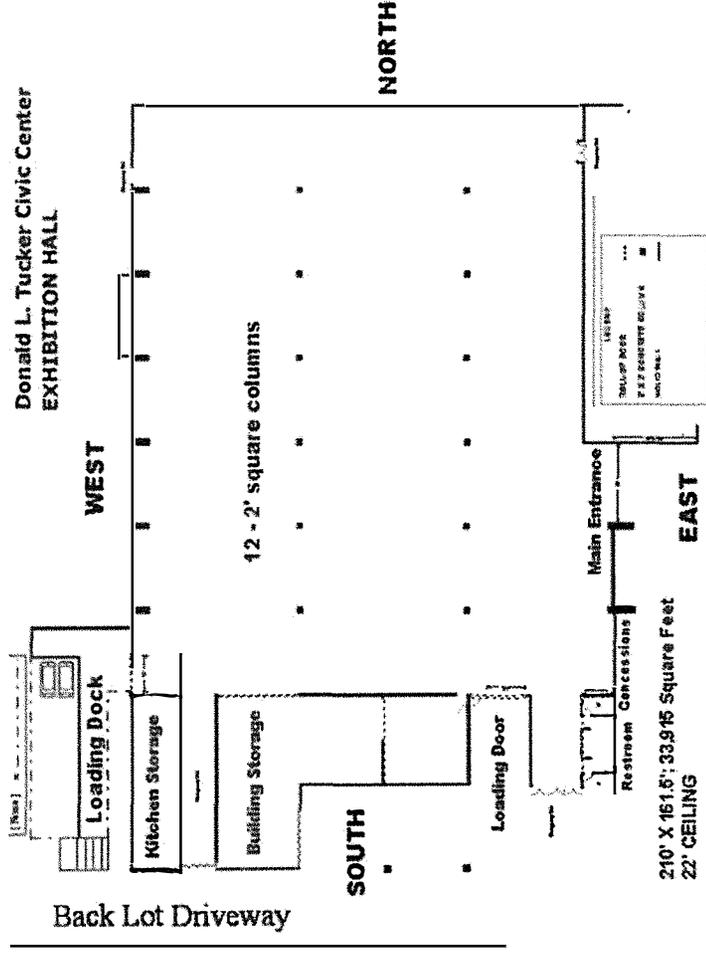


NORTH FLORIDA FAIRGROUNDS STUDY

FACTORS AFFECTING DEMAND FOR FACILITIES

Donald L. Tucker Civic Center

Formerly the Tallahassee-Leon County Civic Center, the Donald L. Tucker Civic Center (the Civic Center) is owned by Florida State University and operated by Global Spectrum. The Civic Center is a multi-purpose complex comprised of a 12,500-seat arena (home to the FSU Seminoles), a 34,000-square foot exhibit hall and almost 15,000 square feet of dividable meeting space. The exhibit hall portion of the Civic Center is the venue that the Fair Association considers its competition. A review of the 2014 Civic Center calendar for the Civic Center, provided by Global Spectrum, showed that the Civic Center Exhibit Hall is principally used for FSU related events. Non-FSU uses of the Exhibit Hall in 2014 included Fitness Festival, Pro Style Volleyball, Home Show NCEES Exams, Golden Gala, Lincoln Senior Convocation, The One Week Boutique and various local fundraisers and banquets.



Tallahassee Automobile Museum

Located near the intersection of Interstate 10 and U.S. Highway 90 (Mahan Drive), the Tallahassee Automobile Museum is a privately-owned car museum featuring over 140 rare vehicles, as well as boat motors, Native American artifacts and more. A part of the museum property includes over 46,000 square feet of lower-ceiling banquet and meeting space in six different spaces. The largest spaces, the Duesenberg Banquet Hall and the Cord Banquet Hall, each have 15,000 square feet of space. In addition to weddings and private parties, events held at this facility include Bridal Shows, Brewfest, regional trade association banquets and similar activities.

The Moon

The Moon is a local nightclub and music venue that produces and rents its facilities for ticketed events. In addition, this venue is available for private rental receptions and banquets, with capacity of 1,500 in its 14,400 square foot Main Room and 200 in its 3,000 square foot Silver Moon Room.

National Guard Armory

The Florida National Guard Armory has a 6,300 square foot space available to rent for a variety of events and activities – with a 400 person capacity.

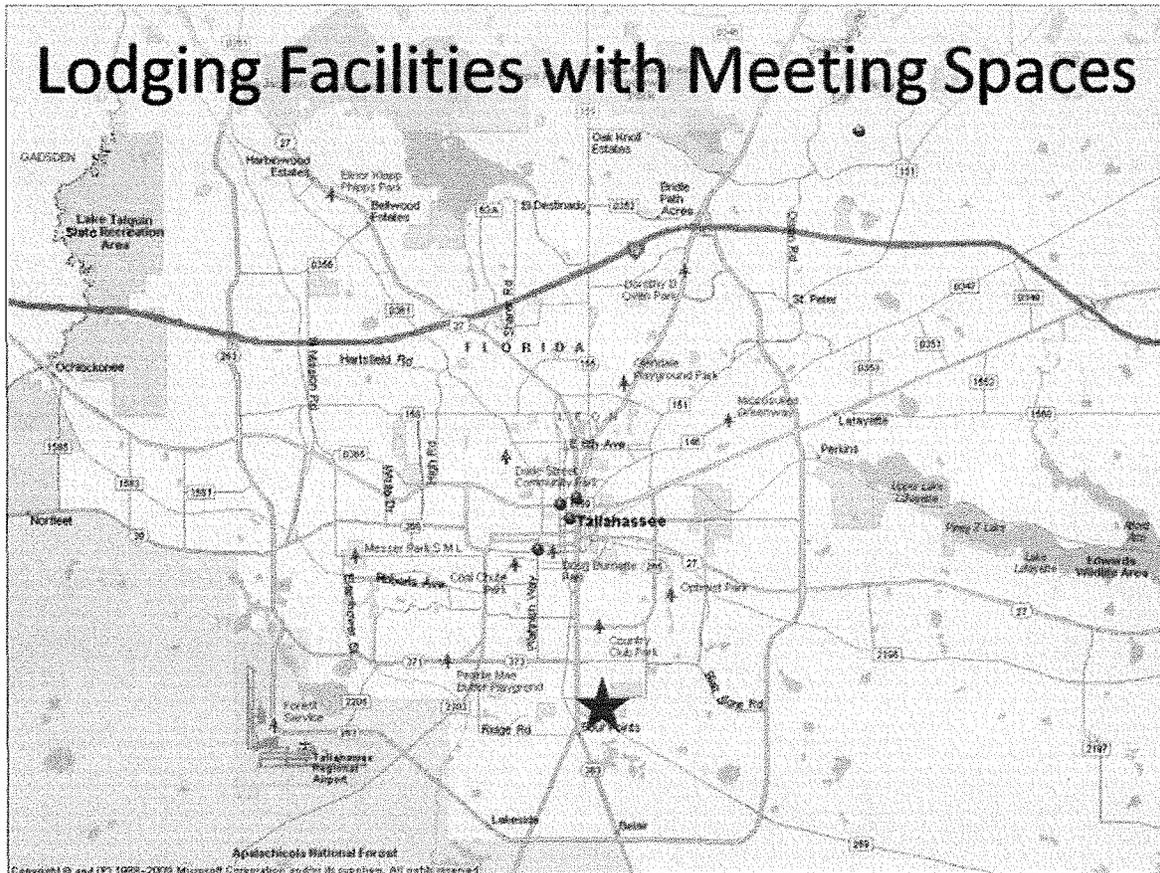
Capital City Amphitheater

Located in Cascades Park, the Capital City Amphitheater opened in 2014. This outdoor venue has 1,500 fixed seats and can accommodate another 1,500 people on grass. Operated by the City of Tallahassee, this venue is used by Leon County Division of Tourism Development to stage concerts. Events planned for 2014 for this venue include:

- | | |
|-------------------------|--------------------------------|
| Passion Play | Tallahassee Symphony Orchestra |
| North Florida Veg Fest | Shakespeare Festival |
| The Avett Brothers | Health Communities Festival |
| World of South Festival | Wilco |
| Sublime with Rome | The Beach Boys |

Lodging Facilities with Meeting Spaces

Five lodging facilities in the Tallahassee area have meeting spaces over 2,500 square feet: Residence Inn, Double Tree, Four Points by Sheraton, Hotel Duval and Killlearn County Club.



The table below shows the number of spaces and total meeting square footage for these facilities.

Facility	# of Meeting Spaces	Largest Total Meeting Space	Square Footage
Double tree	6	2,520	6,000
Four Points by Sheraton	8	2,520	7,000
Hotel Duval	7	2,700	6,350
Killearn Country Club	3	2,100	5,484
Residence Inn University	5	3,400	7,520

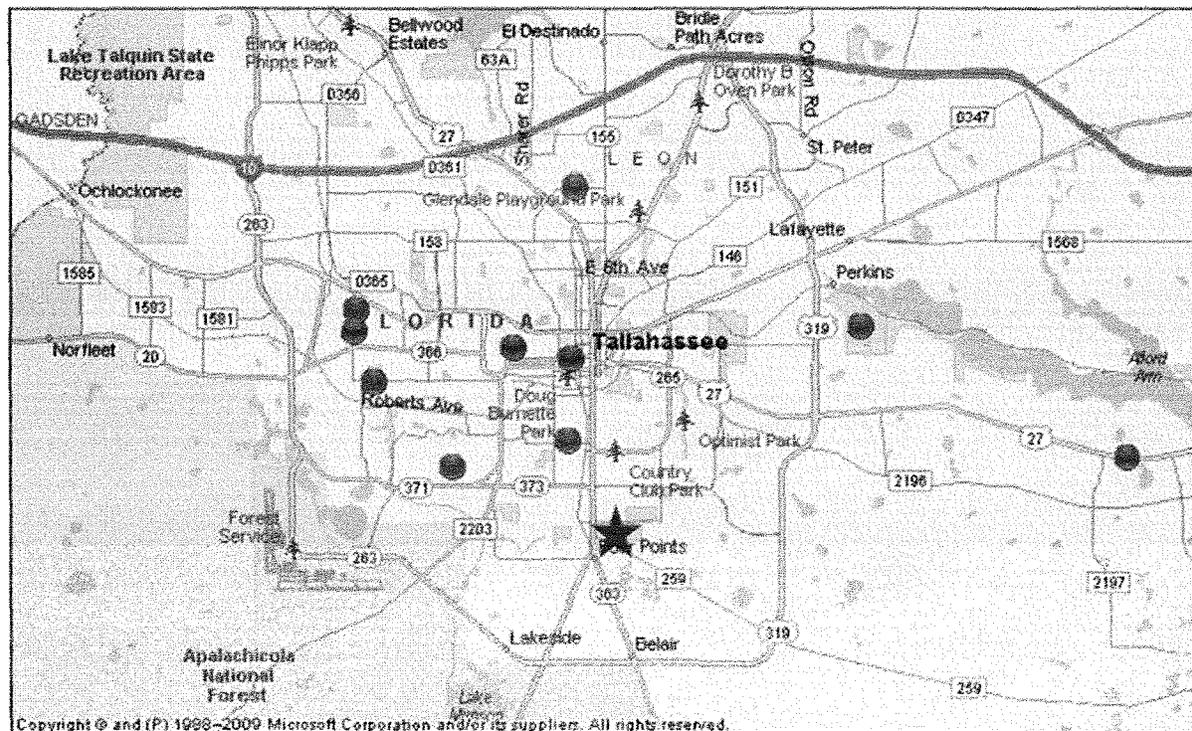
Source: Leon County Division of Tourism Development

Stand-Alone Meeting Spaces

In addition to the facilities identified as direct competition (discussed above), there are other stand-alone facilities in the Tallahassee area that are used for meetings, conferences and similar events. The larger of these facilities are Challenger Learning Center, Augustus B. Turnbull III Florida State Conference Center, American Legion Hall, FSU Alumni Center, FSU Moore Auditorium, FSU Oglesby Union, Tallahassee Community College and Doak Campbell Stadium.

Sport Facilities

The map below shows the location of numerous sports facilities in the Tallahassee area, in relation to the location of the Fairgrounds.



Included in these facilities are venues that accommodate indoor sports activities, including local and regional tournaments:

- Tully Gymnasium at FSU – This facility has four indoor multi-sports courts and one championship volleyball court. The main court has a capacity of about 1,160 people. In addition to FSU sports activities and practices, Tully Gymnasium is rented for basketball and volleyball tournaments.
- Al Lawson Jr. Multipurpose Center at Florida A & M University – this facility, located less than 3 miles from the Fairgrounds, has 4 basketball/volleyball courts that can be rented for sports tournaments, practices and non-sports activities.
- Tallahassee Community College – The Lifetime Sports Complex at this Community college has three indoor multi-sport courts that can be used for basketball, volleyball, cheerleading and martial arts.

Planned Facilities

Two planned facilities were identified during the course of this study that may impact the demand for facilities at the Fairgrounds – a downtown convention/conference center and a proposed amphitheater at the Tallahassee Mall.

Convention Center – Local city and county public officials, FSU representatives, Leon County Division of Tourism Development and other community/business leaders have been meeting and planning the possible addition of a convention/conference center in the area adjacent to the Donald L Tucker Civic Center. Though not solidified as of the date of this report, features of this center that have been discussed include a minimum 85,000 square foot, Class A convention/meeting space, an adjacent 200-300 room headquarters hotel and other convention features. This type of facility is not considered to be competitive with facilities at the Fairgrounds; appealing to state, regional and national associations for meeting and trade show space that can accommodate several thousand people with possible auditorium, conference rooms and lecture halls, as well as adjacent lodging that serves as headquarters hotel for conventions. This type of space is also inconsistent with the needs of the North Florida Fair and year-round uses and use potential at the Fairgrounds.

Tallahassee Mall Amphitheater – Another planned facility is an amphitheater of some sort that would be part of the Tallahassee Mall renovation. It is unknown at this time if the planned amphitheater component will actually be built.

Summary of Factors Affecting Demand for Fairground Facilities

Based on the review of the various factors that affect demand for facilities at the Fairgrounds (site location, market area characteristics, support services and competitive factors, we noted the following:

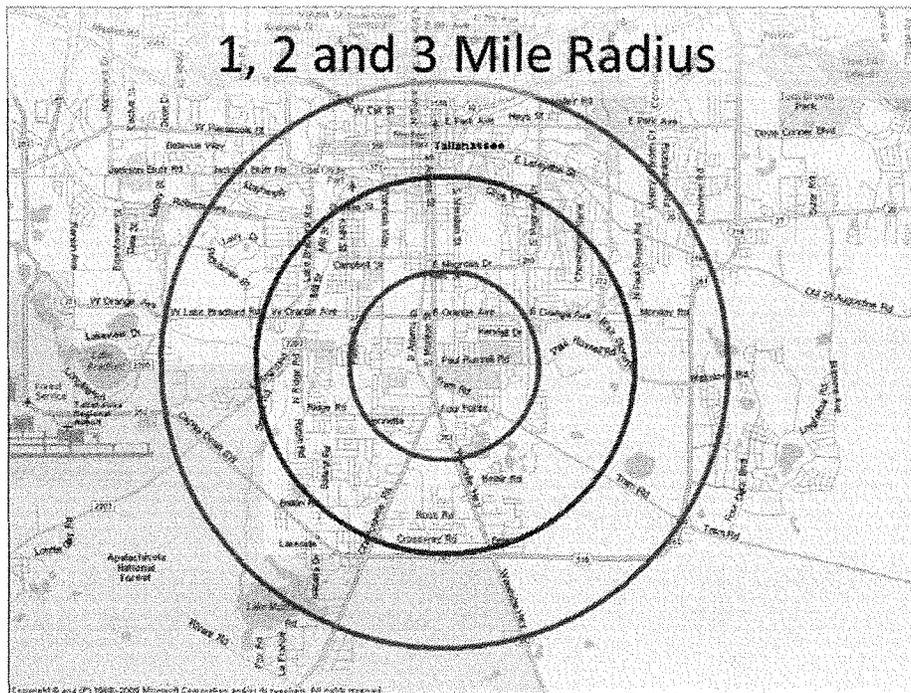
- The Fairgrounds is located in a highly visible and easily accessible location within the Tallahassee/Leon County area
- The Fairground's market area within a 20-minute drive has about 200,000 residents – with another 100,000 between 20 minutes and 30 minutes
- The Socio-Economic makeup of the local market, with low median and average household incomes (reflecting both university student population and a lower-class resident population in close proximity of the Fairgrounds), may preclude many more locally-focused consumer shows
- The Civic Center offers superior size and quality of exhibition and meeting spaces, making it the most competitive event facility for the Fairgrounds
- The Tallahassee/Leon County market area has sufficient entertainment facilities and events
- Planned new facilities in the Tallahassee area will not impact current or future Fairground events/uses
- The Fairground's indoor/outdoor space totals (square footage) and parking availability exceed other venues in the market area

PRIVATE DEVELOPMENT OPPORTUNITIES

In addition to assessing the opportunities for expanded and/or new event facilities at the Fairgrounds that would increase usage of the grounds and contribute to the economic vitality of the area, we were tasked with assessing opportunities for private development of parts of the Fairgrounds property. It was surmised that Fairgrounds' parcels along South Monroe Street might be well suited for sale or lease for retail or similar commercial development.

A key consideration of this assessment is that any private development on Fairground's property would need to be compatible with and supportive of year-round activities and the annual North Florida Fair.

To assess the opportunities for such private development, we reviewed the amount and nature of retail and commercial development within a 1, 2 and 3 mile radius of the Fairgrounds property, including retail, restaurants, lodging and similar businesses.



The discussion and maps presented on pages 17 to 21 show those types of businesses in proximity to the Fairgrounds.

In addition, we obtained retail purchasing and retail sales data, by type of store, within a 1, 2 and 3 mile radius of the Fairgrounds from The Nielson Company – Retail Opportunity Gap². The Retail Opportunity Gap analysis provides a comparison of the estimated expenditures (purchases) made by residents within the various radii of the Fairgrounds, by store type, with the estimated sales reported by the stores within the various radii. If the expenditures of residents within the various radii exceed the reported sales of retailers and businesses, then an opportunity exists for more outlets. If the reported sales of retailers/businesses within the various radii exceed the expenditures made by the residents within the same radii, that indicates an oversupply of businesses (excess sales come from residents living outside of the various radii).

The following table presents a summary of the Retail Gap Opportunity analysis prepared by The Nielson Company for the areas within a 1, 2 and 3 mile radius of the Fairgrounds.

**North Florida Fairgrounds Study
RMP Opportunity Gap Summary, 2014**

General Category	Amount of Opportunity Gap or (Surplus)		
	1 Mile Radius	2 Mile Radius	3 Mile Radius
Clothing and Clothing Accessories	\$833,341	\$2,709,332	(\$73,681,599)
Electronics and Appliance Stores	\$1,631,318	\$5,334,404	\$1,591,518
Food and Beverage Stores	(\$48,146,362)	(\$31,267,486)	(\$84,871,204)
Food Service and Dining Places	(\$1,651,350)	(\$2,450,699)	(\$99,173,423)
Furniture and Home Furnishings	\$1,506,138	\$3,056,290	(\$6,775,925)
Gasoline Stations	\$1,559,379	\$9,128,421	\$11,470,095
General Merchandise	\$248,285	\$14,914,670	(\$93,790,426)
Health and Personal Care Stores	(\$20,712,322)	(\$15,872,631)	(\$43,570,303)
Sporting Goods, Hobby, Book and Music Stores	\$658,957	\$4,565,930	(\$3,189,364)
Building Materials and Garden Equipment	\$6,949,767	\$13,959	\$12,769,992

Source: The Nielson Company, 2014

Using the Retail Opportunity Gap analysis summary, shown above, the greatest absolute dollar opportunities appear to exist for Building Materials and Garden Equipment Stores, Gasoline Stations and Electronic and Appliance Stores. Using the Opportunity Gap dollar amounts and general per square foot sales by store type, those three top ranked opportunities would support stores that would be substantially smaller than typically be built. In addition – and even more important to the study – these types of retail/commercial developments are incompatible with the annual North Florida Fair and with events and activities held at the Fairgrounds, as well as with actual land uses.

Based on the presence of significant numbers of lodging facilities, retail outlets and restaurants already operating within close proximity of the Fairgrounds and the lack of demand for compatible retail/commercial developments, any type of private development on parcels of the Fairgrounds is not considered feasible at this time.

Exhibit A contains the detailed Retail Opportunity Gap analyses for the Fairgrounds.

² The Nielson Company uses the Consumer Expenditure Survey by Bureau of Labor and Census of the Retail Trade by US Census Bureau.

ASSESSMENT OF POTENTIAL USES

To develop estimates of market demand for event facilities at the North Florida Fairgrounds, in addition to the implications of the demographic and economic trends and competitive facilities, the following work tasks were conducted:

- Discussed event potential and felt community needs with the following stakeholders:

Big Bend Bird Club	Market Days
Bully Bash	North Florida Fair Association
Dale Earnhardt Jr. Auto Sales	Ochlochonee River Kennel Club
Family Campers & RV'ers	Pigfest
Leon County Administration	Repticon
Leon County Division of Tourism Development	Southern Classic Gun & Knife Show
Leon County Extension	Tallahassee Boat Show
Leon County Office of Resource Stewardship	Tallahassee Parks and Recreation
Leon County Schools	Tallahassee Sports Council
Maranatha Health Fair	Tallahassee-Leon County Planning
- Reviewed last 3 years of events and activities held at the Fairgrounds and conducted phone interviews with major uses of the Fairgrounds to ascertain need for new, larger/expanded facilities.
- Reviewed recent calendar of events held at competitive event facilities and conducted interviews with select event promoters and organizers to discuss interest in staging an event(s) at the Fairgrounds site and facilities needed; as well as overall assessment of the market area for events and activities. Key interviews of potential users included volleyball and basketball tournament organizers, RV clubs and consumer show promoters.
- Evaluated the overall market potential for the Fairground's market area in comparison to events held in similar size markets with similar market characteristics.

Market Niches

On the basis of factors affecting demand for facilities at the Fairgrounds (i.e., location, area economics and demographics, competitive factors, usage trends and the like) and interviews/surveys of stakeholders and current and potential users of Fairground facilities, our review of facility needs for the annual North Florida Fair and our assessment of the optimal market opportunities for the future of Fairgrounds, the following expanded and new market opportunities exist for facilities at the North Florida Fairgrounds:

- Regional consumer and public shows, as well as local specialty sales events
- Indoor sports tournaments, such as volleyball, cheerleading and dance
- Festivals (music, ethnic, community, etc.)
- Spectator events such as martial arts and wrestling
- Small animal shows, such as dog, cat, bird and rabbit
- Banquets, receptions, fundraisers and similar events
- State and regional RV rallies
- Community events and users

Market Opportunities and Operating Focus

Generally, the facilities at Fairgrounds have limited use due to current conditions, ages and sizes, as well as competition from larger event facilities in the Tallahassee area. In spite of the limitations of existing facilities, there are opportunities to increase the number of events held at the Fairgrounds throughout the year by attracting new markets/events with new facilities. In addition, there are a number of events held at the Fairgrounds that would benefit greatly from new and larger facilities; enabling those events to grow in both participation and attendance.

With expanded/new event facilities, the Fairgrounds could successfully attract and stage events associated with both new markets and build on existing markets, as well as better participation in the annual North Florida through additional growth in attendance, participation and net revenues.

Existing markets that could be expanded with new event facilities include consumer and public shows, trade and industry shows, regional RV rallies, indoor sports tournaments, mid-sized banquets/receptions, small animal shows and sales and auctions. All of these types of events have been limited in size at Fairgrounds; constrained by its relatively small exhibition spaces.

Event Potential

Based on medium to strong market potential, below are estimates of the existing and new events and activities that could be successfully staged at the Fairgrounds with new event facilities. We have presented a low scenario and high scenario, in terms of the number of events and activities.

**North Florida Fairgrounds Exhibition Building
Potential Range of Events by Type**

Event Types	Range of Number of Events
Existing Shows and Events	21 to 21
New Consumer Shows	10 to 11
Trade and Industry Shows	2 to 3
Sporting Events	6 to 9
Animal Shows	1 to 2
Banquets and Receptions	12 to 18
Conferences/Meetings	36 to 48
Regional RV Rallies	1 to 2
Fundraisers	3 to 5
Religious Gatherings	2 to 3
Spectator Events	2 to 3
Festivals	2 to 2
Community Uses	4 to 6
	<u>102</u> <u>133</u>

NORTH FLORIDA FAIRGROUNDS

ASSESSMENT OF POTENTIAL USES

The tables below present a low and high scenario for potential events, number of events, move-in/out days, estimated average space needs per event, total square footage rented per event type and total amount of move-in/move-out space rented – by event type.

Low Scenario

Potential Events, Low Scenario -- Stabilized Year								
Event Type	Number of Events	Average Event Days	Move-In and Move-Out Days	Total Use Days	Event Days	Square Footage	Total SF Event Days	Total SF MIMO
Existing Shows/Events								
Gun & Knife Show	5	2	1.00	15.00	10.00	25,000	250,000	125,000
Take Me Home	1	1	1.00	2.00	1.00	20,000	20,000	20,000
ORKC Dog Show	1	6	2.00	8.00	6.00	40,000	240,000	80,000
LC Schools	1	1	1.00	2.00	1.00	30,000	30,000	30,000
Smart Club Liquidation Sale	2	4	2.00	12.00	8.00	35,000	280,000	140,000
Pigfest	1	1	1.00	2.00	1.00	15,000	15,000	15,000
Maranatha Health Fair	1	1	1.00	2.00	1.00	30,000	30,000	30,000
Kidsfest	1	1	1.00	2.00	1.00	25,000	25,000	25,000
Dale Earnhardt Jr. Sale	2	5	2.00	14.00	10.00	25,000	250,000	100,000
Repton	1	1	1.00	2.00	1.00	15,000	15,000	15,000
Market Days	1	2	6.00	8.00	2.00	40,000	80,000	240,000
FAMU Kickoff	1	1	2.00	3.00	1.00	25,000	25,000	50,000
City Back to School	1	2	1.00	3.00	2.00	35,000	70,000	35,000
BBMRA Train Show	1	2	1.00	3.00	2.00	15,000	30,000	15,000
Boat Show	<u>1</u>	<u>5</u>	1.00	<u>6.00</u>	<u>5.00</u>	30,000	<u>150,000</u>	<u>30,000</u>
	<u>21</u>			<u>84.00</u>	<u>52.00</u>		<u>1,510,000</u>	<u>950,000</u>
New Consumer Shows								
Sportsman Show	1	3.0	2.00	5.00	3.00	40,000	120,000	80,000
Energy Home Show	1	3.0	2.00	5.00	3.00	40,000	120,000	80,000
Bridal Fair	1	1.0	0.50	1.50	1.00	25,000	25,000	12,500
Electronics Show	1	2.0	0.50	2.50	2.00	20,000	40,000	10,000
Specialty Sale	1	2.0	0.50	2.50	2.00	15,000	30,000	7,500
One Week Boutique	2	4.0	1.00	10.00	8.00	40,000	320,000	80,000
Pet Expo	1	2.0	0.50	2.50	2.00	30,000	60,000	15,000
Seasonal Shows	<u>2</u>	2.0	0.50	<u>5.00</u>	<u>4.00</u>	15,000	<u>60,000</u>	<u>15,000</u>
	<u>10</u>			<u>34.00</u>	<u>25.00</u>		<u>775,000</u>	<u>300,000</u>
New Trade and Industry Shows								
	<u>2</u>	3.0	1.00	<u>8.00</u>	<u>6.00</u>	30,000	<u>180,000</u>	<u>60,000</u>
New Sporting Events								
	<u>6</u>	2.0	1.00	<u>18.00</u>	<u>12.00</u>	40,000	<u>480,000</u>	<u>240,000</u>
New Animal Shows								
New Animal Shows	<u>1</u>	3.0	1.00	<u>4.00</u>	<u>3.00</u>	30,000	<u>90,000</u>	<u>30,000</u>
	<u>1</u>			<u>4.00</u>	<u>3.00</u>		<u>90,000</u>	<u>30,000</u>
New Banquets/Receptions								
Small-Mid Sized	9	1.0	0.00	9.00	9.00	5,000	45,000	0
Mid-Large Sized	<u>3</u>	<u>1.0</u>	<u>0.00</u>	<u>3.00</u>	<u>3.00</u>	10,000	<u>30,000</u>	<u>0</u>
	<u>12</u>			<u>12.00</u>	<u>12.00</u>		<u>75,000</u>	<u>0</u>
New Conferences/Meetings/Seminars								
Other	<u>36</u>	1.0	0.00	<u>36.00</u>	<u>36.00</u>	2,000	<u>72,000</u>	<u>0</u>
	<u>36</u>			<u>36.00</u>	<u>36.00</u>		<u>72,000</u>	<u>0</u>
Other New Uses								
RV Rallies	1	5.0	0.00	5.00	5.00	25,000	125,000	0
Fundraisers	3	1.0	0.50	4.50	3.00	12,500	37,500	18,750
Religious Gatherings/Events	2	1.5	0.00	3.00	3.00	30,000	90,000	0
Spectator Events	2	1.0	0.00	2.00	2.00	40,000	80,000	0
Festivals	2	2.0	1.00	6.00	4.00	25,000	100,000	50,000
Community Uses	<u>4</u>	2.0	1.00	<u>12.00</u>	<u>8.00</u>	20,000	<u>160,000</u>	<u>80,000</u>
	<u>14</u>			<u>32.50</u>	<u>25.00</u>		<u>592,500</u>	<u>148,750</u>
Total Exhibit Building Uses	<u>102</u>			<u>228.5</u>	<u>171.0</u>		<u>3,774,500</u>	<u>1,728,750</u>

NORTH FLORIDA FAIRGROUNDS

ASSESSMENT OF POTENTIAL USES

High Scenario

Potential Events, High Scenario -- Stabilized Year

Event Type	Number of Events	Average Event Days	Move-In and Move-Out Days	Total Use Days	Event Days	Square Footage	Total SF Event Days	Total SF MIMO
Existing Shows/Events								
Gun & Knife Show	5	2	1.00	15.00	10.00	25,000	250,000	125,000
Take Me Home	1	1	1.00	2.00	1.00	20,000	20,000	20,000
ORKC Dog Show	1	6	2.00	8.00	6.00	40,000	240,000	80,000
LC Schools	1	1	1.00	2.00	1.00	30,000	30,000	30,000
Smart Club Liquidation Sale	2	4	2.00	12.00	8.00	35,000	280,000	140,000
Pigfest	1	1	1.00	2.00	1.00	15,000	15,000	15,000
Maranatha Health Fair	1	1	1.00	2.00	1.00	30,000	30,000	30,000
Kidsfest	1	1	1.00	2.00	1.00	25,000	25,000	25,000
Dale Earnhardt Jr. Sale	2	5	2.00	14.00	10.00	25,000	250,000	100,000
Repticon	1	1	1.00	2.00	1.00	15,000	15,000	15,000
Market Days	1	2	6.00	8.00	2.00	40,000	80,000	240,000
FAMU Kickoff	1	1	2.00	3.00	1.00	25,000	25,000	50,000
City Back to School	1	2	1.00	3.00	2.00	35,000	70,000	35,000
BBMRA Train Show	1	2	1.00	3.00	2.00	15,000	30,000	15,000
Boat Show	1	5	1.00	6.00	5.00	30,000	150,000	30,000
	<u>21</u>			<u>84.00</u>	<u>52.00</u>		<u>1,510,000</u>	<u>950,000</u>
New Consumer Shows								
Sportsman Show	1	3.0	2.00	5.00	3.00	40,000	120,000	80,000
Energy Home Show	1	3.0	2.00	5.00	3.00	40,000	120,000	80,000
Bridal Fair	1	1.0	0.50	1.50	1.00	25,000	25,000	12,500
Electronics Show	1	2.0	0.50	2.50	2.00	20,000	40,000	10,000
Specialty Sale	2	2.0	0.50	5.00	4.00	15,000	60,000	15,000
One Week Boutique	2	4.0	1.00	10.00	8.00	40,000	320,000	80,000
Pet Expo	1	2.0	0.50	2.50	2.00	30,000	60,000	15,000
Seasonal Shows	2	2.0	0.50	5.00	4.00	15,000	60,000	15,000
	<u>11</u>			<u>36.50</u>	<u>27.00</u>		<u>805,000</u>	<u>307,500</u>
New Trade and Industry Shows								
	<u>3</u>	3.0	1.00	<u>12.00</u>	<u>9.00</u>	30,000	<u>270,000</u>	<u>90,000</u>
New Sporting Events								
	<u>9</u>	2.0	1.00	<u>27.00</u>	<u>18.00</u>	40,000	<u>720,000</u>	<u>360,000</u>
New Animal Shows								
New Animal Shows	<u>2</u>	3.0	1.00	<u>8.00</u>	<u>6.00</u>	30,000	<u>180,000</u>	<u>60,000</u>
	<u>2</u>			<u>8.00</u>	<u>6.00</u>		<u>180,000</u>	<u>60,000</u>
New Banquets/Receptions								
Small-Mid Sized	12	1.0	0.00	12.00	12.00	5,000	60,000	0
Mid-Large Sized	6	1.0	0.00	6.00	6.00	10,000	60,000	0
	<u>18</u>			<u>18.00</u>	<u>18.00</u>		<u>120,000</u>	<u>0</u>
New Conferences/Meetings/Seminars								
Other	<u>48</u>	1.0	0.00	<u>48.00</u>	<u>48.00</u>	2,000	<u>96,000</u>	<u>0</u>
	<u>48</u>			<u>48.00</u>	<u>48.00</u>		<u>96,000</u>	<u>0</u>
Other New Uses								
RV Rallies	2	5.5	0.00	11.00	11.00	25,000	275,000	0
Fundraisers	5	1.0	0.50	7.50	5.00	12,500	62,500	31,250
Religious Gatherings/Events	3	1.5	0.00	4.50	4.50	30,000	135,000	0
Spectator Events	3	1.0	0.00	3.00	3.00	40,000	120,000	0
Festivals	2	2.0	1.00	6.00	4.00	25,000	100,000	50,000
Community Uses	6	2.0	1.00	18.00	12.00	20,000	240,000	120,000
	<u>21</u>			<u>50.00</u>	<u>39.50</u>		<u>932,500</u>	<u>201,250</u>
Total Exhibit Building Uses	<u>133</u>			<u>283.5</u>	<u>217.5</u>		<u>4,633,500</u>	<u>1,968,750</u>

FACILITY RECOMMENDATIONS

Based on the projected market demand, we have determined that there exists current and potential future market demand/support for new event facilities at the North Florida Fairgrounds, consisting of the following (the Recommended Facilities):

Exhibition Building

- 35,000 to 40,000 square feet of rentable exhibition space, including clear-span, high-ceiling flat floor multi-purpose space, dividable into 2 separate spaces
- 2,000 square feet of dividable into 3 to 4 smaller meeting space areas
- Catering kitchen that is expandable to a full commercial kitchen as needed
- Restrooms to serve separate function areas
- Foyer area for pre-function space
- Multiple concession areas servicing the large exhibition space
- Show office, technology amenities
- Close proximity/adjacent to paved parking

Upgrades and Beautification

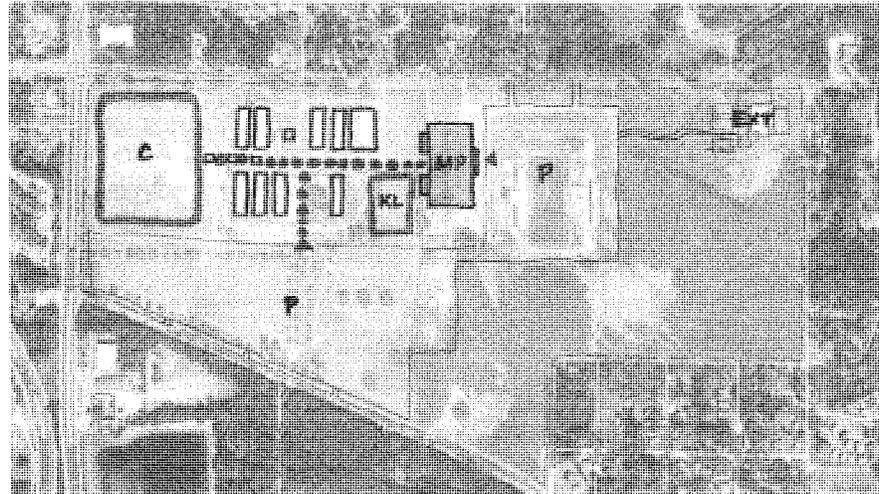
- New fencing and gate entries
- Electrical infrastructure upgrades
- On-grounds landscaping and beautification

Possible Locations of Exhibition Building

In December 2014, as part of this study's process, a representative of Populous conducted an assessment of optional locations on the Fairgrounds for a multi-purpose event facility and other features (though not defined in size or configuration).

Three different possible layouts, including an undefined multi-purpose building, were prepared and presented by Populous at a gathering of stakeholders as a part of this process. The layouts are presented on the following pages.

Option A – This option locates a multi-purpose building in the shared parking lot with the stadium – with the stadium being relocated to another site and that current stadium area turned into parking. During the course of this study, it was determined that the stadium relocation was not a foreseeable option.

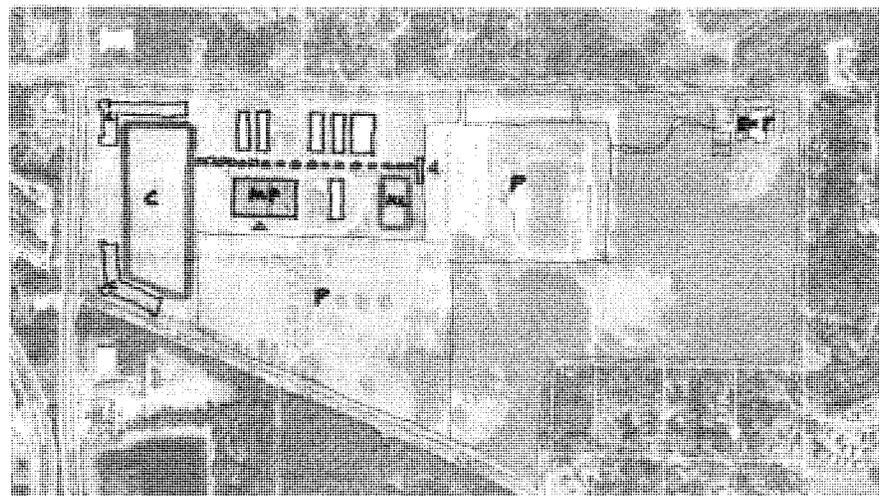


25. Option A

North Florida Fair
Tallahassee, Florida, USA
POPULOUS



Option B – This option located a multi-purpose building where Buildings 2, 4 and 6 are currently located on the Fairgrounds, as well as reducing the carnival size and adding potential commercial developments on the west end of the Fairgrounds. As presented on page 42, our analysis determined there is not sufficient retail or commercial demand for selling or leasing Fairground property. In addition, the location of a multi-purpose building that would replace Buildings 2, 4 and 6 would eliminate high use and revenue generating buildings for the Fair Association.

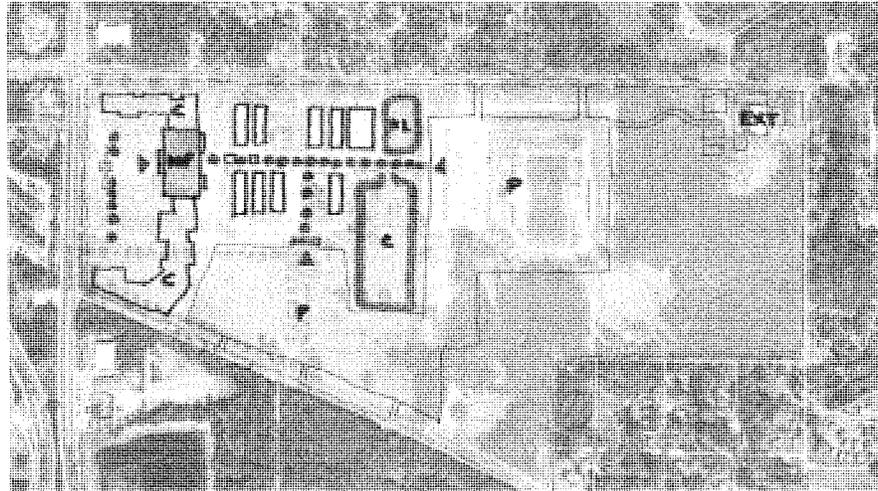


26. Option B

North Florida Fair
Tallahassee, Florida, USA
POPULOUS



Option C – This option reduces the size of the carnival/midway area and relocates it to the east side of the Fairgrounds, siting a multi-purpose building in the current carnival lot area, with even greater space designated as possible retail and commercial development. As mentioned above, the assessment of demand for retail and commercial development in the area of the Fairgrounds revealed no actionable demand for such developments at the Fairgrounds site.



27. Option C

North Florida Fair
Tallahassee, Florida, USA
POPULOUS

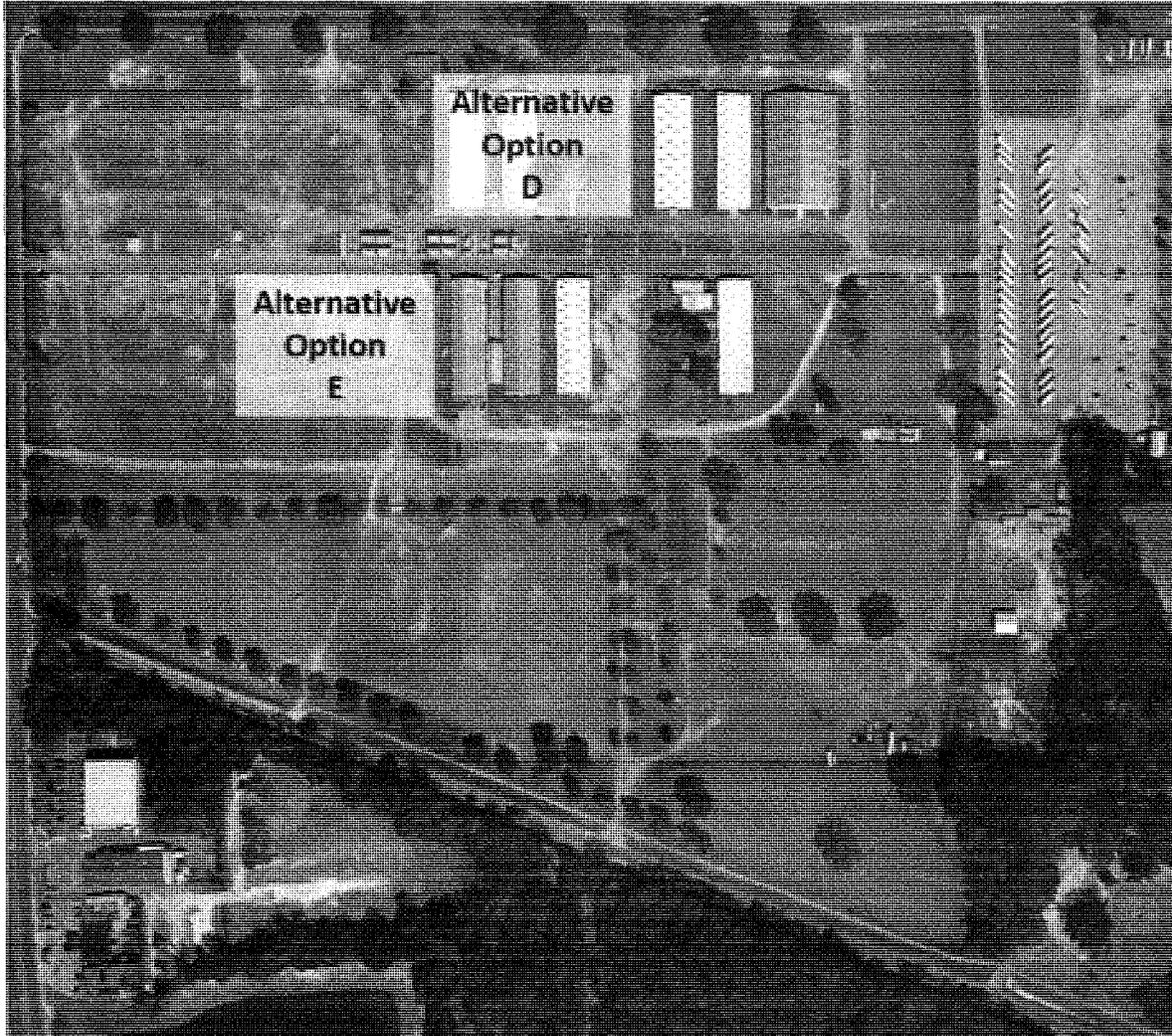


Alternative Options

Two alternative places on the Fairgrounds are possible locations for the Exhibition Building and are presented as Alternative Option D and Alternative Option E on the next page. Both of these locations may offer better operating and layout options than Options A, B or C. ***The shaded areas in the aerials below are not to scale and are to show approximate locations only.***

Alternative Option D – Locating the proposed Exhibition Building where Buildings 1, 3 and the office are currently located (or moving slightly east and preserving the office), would leave in place Buildings 2, 4 and 6 which could continue to be used for low cost events and would remain in place during the construction of the Exhibition Building, preserving the revenue potential of the Fair Association during the construction period.

Alternative Option E – As a variation of Option B, the Exhibition Building could be sited just west of Building 2, leaving the revenue producing Buildings 2 and 4. To offset the space occupied by the Exhibition Building in this location, Buildings 1 and 3 might have to be removed to accommodate the carnival space lost with the siting of the Exhibition Building here.



FINANCIAL ASSESSMENT

This section presents the projected incremental cash flows before replacement reserves and debt service for the market-driven Recommended Facilities at Fairgrounds. The projected statements of revenues and expenses are based on (1) the projected utilization of the Recommended Facilities, recommended rental rates presented in this document, (2) the estimated incremental revenues that could be realized from operating the Recommended Facilities and (3) the estimated incremental expenses associated with operating the improvements and additions. There will usually be differences between the estimated and actual results because events and circumstances frequently do not occur as expected, and those differences may be material.

The projections of cash flow, before replacement reserves and debt service, for the Recommended Facilities are presented on page 56. These projections are presented in current year dollars and do not reflect any increase due to inflation.

Rental Rate Assumptions

Based on the rental rate schedule of competitive and comparable facilities, as well as discussions with potential users, we have developed a proposed rental rate structure for the Recommended Facilities, presented in the following table.

**North Florida Fairgrounds Exhibition Building
Proposed Pricing of Recommended Facilities**

Facility	Rental Rates
Exhibit Space	
Consumer/public shows/festivals/community uses	\$0.0725 to \$0.075 per square foot
Trade and industry shows	\$0.0575 per square foot
Youth sporting events	\$0.05 per square foot
Banquet Meeting Space	
Banquets, meetings, fundraisers	\$0.15 to \$0.20 per square foot 10% plate fee for catered events
Move-In/Out Rate	50% of regular rate
Camping fee for RV rallies	\$12.50 per night
Parking (consumer shows, spectator events, festivals)	\$2 net to facility

Operating Approach

The financial projections assume the Fair Association (1) continues to serve its existing and new clients with high quality service (2) hires the necessary support staff for event coordination and facility maintenance (see page 55), (3) works in close relationship with Leon County Division of Tourism Development and local sports organizations to attract the identified sports tournaments and (4) co-markets the entire Fairgrounds with Leon County Division of Tourism Development and other Tallahassee and Leon County organizations that will help insure its overall success.

Operating Revenue Assumptions

For purposes of the projections, it is assumed that the proposed Exhibition Building would have 40,000 square feet of net rentable exhibit space and would generate revenues from building rental income, concession income, parking income, camping income, incremental fair revenues and advertising/signage based on the event potential shown on pages 45 and 46.

Building Rentals

Building income includes revenues generated from renting the recommended exhibition building. Below are the assumptions for the low and high scenarios that were used to estimate the potential incremental building rental income for the Recommended Facilities.

**NORTH FLORIDA FAIRGROUNDS EXHIBITION BUILDING
BUILDING RENTAL REVENUE - LOW SCENARIO**

EVENT	NUMBER OF EVENTS	MIMO SQUARE FOOTAGE	EVENT DAY SQUARE FOOTAGE	MIMO BASIC RENTAL	EVENT DAY BASIC RENTAL	BASIC RENTAL	
EXISTING SHOWS/EVENTS	21	950,000	1,510,000	\$34,438	\$109,475	\$143,913	
NEW CONSUMER SHOWS	10	300,000	775,000	10,875	56,188	67,063	
TRADE AND INDUSTRY SHOWS	2	60,000	180,000	1,725	10,350	12,075	
SPORTING EVENTS	6	240,000	480,000	6,000	24,000	30,000	
ANIMAL SHOWS	1	30,000	90,000	1,088	6,525	7,613	
BANQUETS AND RECEPTIONS	12	0	75,000	0	11,250	11,250	
MEETINGS AND SEMINARS	36	0	72,000	0	10,800	10,800	
SPECTATOR EVENTS	2	0	80,000	0	5,800	5,800	
RV RALLIES	1	0	125,000	0	9,063	9,063	
FUNDRAISERS	3	18,750	37,500	680	5,625	6,305	
RELIGIOUS GATHERINGS/EVENTS	2	0	90,000	0	6,525	6,525	
FESTIVALS	2	50,000	100,000	1,813	7,250	9,063	
COMMUNITY USES	4	<u>80,000</u>	<u>160,000</u>	<u>2,900</u>	<u>11,600</u>	<u>14,500</u>	
	<u>102</u>	<u>1,728,750</u>	<u>3,774,500</u>	<u>\$59,517</u>	<u>\$274,450</u>	<u>333,967</u>	<u>\$334,000</u>

**NORTH FLORIDA FAIRGROUNDS EXHIBITION BUILDING
BUILDING RENTAL REVENUE - HIGH SCENARIO**

EVENT	NUMBER OF EVENTS	MIMO SQUARE FOOTAGE	EVENT DAY SQUARE FOOTAGE	MIMO BASIC RENTAL	EVENT DAY BASIC RENTAL	BASIC RENTAL	
EXISTING SHOWS/EVENTS	21	950,000	1,510,000	\$35,625	\$113,250	\$148,875	
NEW CONSUMER SHOWS	11	307,500	805,000	11,531	60,375	71,906	
TRADE AND INDUSTRY SHOWS	3	90,000	270,000	2,588	15,525	18,113	
SPORTING EVENTS	9	360,000	720,000	9,000	36,000	45,000	
ANIMAL SHOWS	2	60,000	180,000	2,250	13,500	15,750	
BANQUETS AND RECEPTIONS	18	0	120,000	0	24,000	24,000	
MEETINGS AND SEMINARS	48	0	96,000	0	19,200	19,200	
SPECTATOR EVENTS	3	0	120,000	0	9,000	9,000	
RV RALLIES	2	0	275,000	0	20,625	20,625	
FUNDRAISERS	5	31,250	62,500	1,172	12,500	13,672	
RELIGIOUS GATHERINGS/EVENTS	3	0	135,000	0	10,125	10,125	
FESTIVALS	2	50,000	100,000	1,875	7,500	9,375	
COMMUNITY USES	6	<u>120,000</u>	<u>240,000</u>	<u>4,500</u>	<u>18,000</u>	<u>22,500</u>	
	<u>133</u>	<u>1,968,750</u>	<u>4,633,500</u>	<u>\$68,541</u>	<u>\$359,600</u>	<u>428,141</u>	<u>428,000</u>

The above estimates of building rental revenue for the Exhibition Building includes revenue potential of existing events listed on pages 45 and 46 for which the North Florida Fair Association received about \$93,000 in 2014. This amount is deducted from the total revenue potential in the projections of revenues and expenses on page 56 in order to reflect only the incremental revenues associated with these events.

Concession Income

For purposes of the projections, it is assumed that the Fairgrounds would have sufficient volume of event activity to enter into a multi-year contract with a third-party concessionaire to provide food service/concessions for consumer shows, spectator events, animal shows and community events, paying Fairgrounds 30% of gross concession sales. For banquets, receptions, fundraisers and meetings where food is catered, it is assumed that Fairgrounds would receive a 10% caterer's fee. Below are the detailed assumptions and calculations of concessions and concession income. Attendance estimates are based on Fair Association records for existing shows/events, discussions with current and potential event organizers, survey results, review of similar events held at competitive facilities and location/access factors.

**NORTH FLORIDA FAIRGROUNDS EXHIBITION BUILDING
CONCESSION INCOME POTENTIAL - LOW SCENARIO**

EVENT	NUMBER OF EVENTS	ASSUMED		TOTAL SALES	30%
		TOTAL ATTEND.	PER CAP SALES		PERCENT TO FACILITY
EXISTING SHOWS/EVENTS	21	20,800	\$1.50	\$31,200	\$9,400
NEW CONSUMER SHOWS	10	15,400	\$1.50	\$23,100	6,900
TRADE AND INDUSTRY SHOWS	2	1,600	\$20.00	\$32,000	3,200
SPORTING EVENTS	6	3,600	\$1.50	\$5,400	1,600
ANIMAL SHOWS	1	1,200	\$1.00	\$1,200	400
BANQUETS AND RECEPTIONS	12	5,550	\$20.00	\$111,000	11,100
SPECTATOR EVENTS	2	3,600	\$4.50	\$16,200	4,900
FUNDRAISERS	3	2,500	\$20.00	\$50,000	5,000
FESTIVALS	2	7,000	\$2.00	\$14,000	4,200
COMMUNITY USES	4	3,200	\$1.00	\$3,200	1,000
					<u>\$48,000</u>

**NORTH FLORIDA FAIRGROUNDS EXHIBITION BUILDING
CONCESSION INCOME POTENTIAL - HIGH SCENARIO**

EVENT	NUMBER OF EVENTS	ASSUMED		TOTAL SALES	30%
		TOTAL ATTEND.	PER CAP SALES		PERCENT TO FACILITY
EXISTING SHOWS/EVENTS	21	20,800	\$1.50	\$31,200	\$9,400
NEW CONSUMER SHOWS	11	16,400	\$1.50	\$24,600	7,400
TRADE AND INDUSTRY SHOWS	3	2,400	\$20.00	\$48,000	4,800
SPORTING EVENTS	9	5,400	\$1.50	\$8,100	2,400
ANIMAL SHOWS	2	2,400	\$1.00	\$2,400	700
BANQUETS AND RECEPTIONS	18	9,000	\$20.00	\$180,000	18,000
SPECTATOR EVENTS	3	5,400	\$4.50	\$24,300	2,400
FUNDRAISERS	5	4,167	\$20.00	\$83,333	8,300
FESTIVALS	2	7,000	\$2.00	\$14,000	4,200
COMMUNITY USES	6	9,000	\$1.00	\$9,000	2,700
					<u>\$60,000</u>

Equipment Rentals

Equipment rentals consist of estimated incremental income from table and chair rentals for new consumer shows and similar events. For purposes of the projections, it is assumed the Fair Association would receive \$8.00 per table and \$2.00 per chair. Based on the estimated events in which table and chairs would be rented, equipment rental revenues are estimated to range between \$22,000 and 23,000.

Parking Revenue

For purposes of the projections, it is assumed that the Fairgrounds would contract with a third-party parking operator to manage, control and collect parking revenues for certain existing and new events, such as consumer shows, spectator events and festivals. It is assumed that Fairgrounds would receive a net of \$2.00 per car parked. The tables below present the assumptions and calculations of parking revenue potential for the Recommended Facilities.

NORTH FLORIDA FAIRGROUNDS EXHIBITION BUILDING
PARKING INCOME POTENTIAL - LOW SCENARIO

EVENT	NUMBER OF EVENTS	ASSUMED TOTAL ATTEND.	ASSUMED PERSONS PER CAR	NUMBER OF CARS PARKED	PARKING REVENUE
EXISTING SHOWS/EVENTS	21	20,800	3.00	6,933	\$13,867
NEW CONSUMER SHOWS	10	15,400	3.00	5,133	10,267
SPECTATOR EVENTS	2	3,600	4.00	900	1,800
FESTIVALS	2	7,000	2.50	2,800	<u>5,600</u>
					<u>\$31,533</u>
					<u>\$32,000</u>

NORTH FLORIDA FAIRGROUNDS EXHIBITION BUILDING
PARKING INCOME POTENTIAL - HIGH SCENARIO

EVENT	NUMBER OF EVENTS	ASSUMED TOTAL ATTEND.	ASSUMED PERSONS PER CAR	NUMBER OF CARS PARKED	PARKING REVENUE
EXISTING SHOWS/EVENTS	21	20,800	3.00	6,933	\$13,867
NEW CONSUMER SHOWS	11	16,400	3.00	5,467	10,933
SPECTATOR EVENTS	3	5,400	3.00	1,800	3,600
FESTIVALS	2	7,000	2.50	2,800	<u>5,600</u>
					<u>\$34,000</u>
					<u>\$34,000</u>

Camping Income

The Fairgrounds could generate camping income from RV rallies held at the Fairgrounds. With the presence of the Exhibition Building, it is assumed that 1 to 2 large regional RV rallies, with 600 to 700 rigs over a 5 day period each, could be attracted to Tallahassee. Camping income is estimated based on an assumed nightly rate of \$12.50 for these RV rallies.

Incremental Fair Revenue

With the availability of the proposed Exhibition Building, it would be possible to increase the number of indoor commercial vendors (both new and relocated), as well as food booths, during the annual North Florida Fair. In addition, signage and sponsorship revenues can be generated with the new exhibition building, providing incremental revenue for the Fair ranging between \$25,000 and \$35,000 per year.

Sponsorship Revenues

It is assumed that the Fair Association could generate sponsorship/signage revenue on a year-round basis with the addition of the proposed exhibition building, ranging from \$20,000 to \$30,000 per year.

Operating Expense Assumptions

Operating the Recommended Facilities will consist of a variety of expenses, including incremental staffing costs, utilities, general and administrative costs, supplies, repairs and maintenance, marketing and advertising and contracted services. Following is an overview of the assumptions used in preparing the operating expense projections, based on historical financial operating costs at Fairgrounds.

Salaries, Wages and Benefits

In addition to the current staffing levels of non-fair operations at the North Florida Fairgrounds, based on the additional events and activities under the high and low scenarios, the following new positions would be required:

Event Coordinator – Needed for both the low and high scenarios, this position would assist in marketing the facilities, with emphasis on contract management and scheduling, facility tours and event coordination.

Maintenance Staff – Under the low scenario, one and one-half full-time maintenance staff would be needed. For the high scenario, two additional full-time maintenance staff would be needed. These positions would assist with overall facility maintenance, as well as specific set-up and clean-up activities at Fairgrounds.

Using current approximate salary and wage levels for similar positions in the Tallahassee market area (per the Florida Department of Economic Opportunity, below are the expected incremental labor costs associated with the above positions.

**North Florida Fairgrounds Exhibition Building
Estimated Incremental Personnel Costs**

Staff Position	Low Scenario	High Scenario
Event Coordinator	\$40,000	\$40,000
Maintenance Staff	40,000	40,000
Maintenance Staff	<u>20,000</u>	<u>40,000</u>
	\$100,000	\$120,000
Taxes and Benefits @ 40%	<u>40,000</u>	<u>48,000</u>
Total Personnel Costs	<u>\$140,000</u>	<u>\$168,000</u>

Utilities

Utility costs include electricity, gas, water, sewer and trash removal for the operation of the Recommended Facilities.

General and Administrative Expenses

General and administrative expenses cover the incremental costs of operating the Recommended Facilities including office supplies, travel, postage, telephone, equipment rentals and other costs.

Supplies

Supply costs include supplies used in the operation and maintenance of the facilities, such as rest room supplies and those supplies used in cleaning and maintaining the facilities.

Repairs and Maintenance

Repairs and maintenance costs include the cost of normal repairs and maintenance of the facilities; not extraordinary costs associated with new facilities.

Advertising and marketing

These costs include the production of brochures, marketing materials, travel and tours, mailing and other costs associated with advertising and promoting the Recommended Facilities.

Contractual Services

It is assumed that Fairgrounds would contract for certain services associated with operating and maintaining the facilities, such as hourly works for event set-up and clean-up, as well as equipment rentals and special services.

Projected Revenues and Expenses

The projected revenues and expenses for the proposed exhibition building and expanded equestrian facilities at the North Florida Fairgrounds, in a stabilized year of operation (3rd year of operating the proposed exhibition building), are presented in the table below. The projected cash flows are based on the assumed rental rates presented in this document, the projected utilization of the proposed facilities, and the estimated revenues and expenses associated with operating the facilities.

These projections and the assumptions herein represent the revenues and expenses associated with operating the Recommended Facilities and are considered to be incremental to current revenues and expenses. There will usually be differences between the estimated and actual results because events and circumstances frequently do not occur as expected, and those differences may be material. The projections are presented in 2015 dollars.

North Florida Fairgrounds Exhibition Building
Projected Incremental Operating Revenues and Expenses
Stabilized Year of Operations

	Low Scenario	High Scenario	Average Scenario
Operating Revenues			
Rental income	\$334,000	\$428,000	\$381,000
Concession income	48,000	60,000	54,000
Equipment rentals	22,000	23,000	22,500
Fair revenues	25,000	35,000	30,000
Sponsorship revenues	20,000	30,000	25,000
Camping Income	38,000	44,000	41,000
Parking income	<u>32,000</u>	<u>34,000</u>	<u>33,000</u>
Total revenues	519,000	654,000	586,500
Less: Revenues from existing events	<u>(93,000)</u>	<u>(93,000)</u>	<u>(93,000)</u>
Incremental revenues	<u>426,000</u>	<u>561,000</u>	<u>493,500</u>
Operating Expenses			
Salaries, wages & benefits	140,000	168,000	154,000
Utilities	55,000	75,000	65,000
General & administrative	5,000	8,000	6,500
Supplies	10,000	15,000	12,500
Repairs and maintenance	20,000	30,000	25,000
Marketing and advertising	15,000	25,000	20,000
Contractual services	<u>20,000</u>	<u>30,000</u>	<u>25,000</u>
Incremental expenses	<u>265,000</u>	<u>351,000</u>	<u>308,000</u>
Incremental cash flow	<u>\$161,000</u>	<u>\$210,000</u>	<u>\$185,500</u>

ESTIMATED CONSTRUCTION COSTS

Populous, an international fairgrounds architectural firm, prepared estimates of the potential costs of constructing the Recommended Facilities. These costs are based on general construction methods and do not reflect any special or extraordinary site development or other unanticipated costs. These costs are based on visual observations, allowances, historic data and local cost indicators (Leon County and Tallahassee). No detailed architectural or engineering studies have been developed. Neither Markin Consulting nor Populous make any representation as to the accuracy of these estimates as they relate to facilities that may be built at the North Florida Fairgrounds. An architectural firm should be engaged to prepare cost estimates specific to the Tallahassee and Leon County building codes and construction cost experience.

North Florida Fairgrounds		Cost per	Total Estimated
Order of Magnitude Square Footages & Costs	Area	Square Foot	Cost
EXHIBITION BUILDING			
Exhibition Hall	40,000 sf	\$150	\$6,000,000
Meeting Rooms	2,000 sf	\$250	500,000
Restrooms	1,600 sf	\$250	400,000
Catering/Demonstration Kitchen	800 sf	\$300	240,000
Storage	800 sf	\$100	80,000
Show Office	200 sf	\$250	50,000
Mechanical/Electrical/Fire/Data/ Communications Rooms	600 sf	\$100	60,000
Foyer/Circulation	<u>7,000 sf</u>	\$300	<u>2,100,000</u>
SUB-TOTAL	<u>53,000 sf</u>		<u>\$9,430,000</u>
Soft Costs and FF&E		25%	<u>2,357,500</u>
TOTAL EXHIBITION BUILDING			<u>\$11,787,500</u>
SITE ELECTRICAL (Allowance & All Included)			\$500,000
GATES, SITE LANDSCAPE & ENHANCEMENTS (Allowance & All Included)			<u>3,000,000</u>
TOTAL ORDER OF MAGNITUDE COST			<u>\$15,287,500</u>

Source: Populous

The FF&E estimates included in this table are approximate for table/chairs, portable bleachers, sports floor and technology requirements of the building (e.g., WIFI, energy saving lights, media equipment in meeting rooms, etc.).

FUNDING OPTIONS

A review of funding source options that might apply for the construction of the proposed Exhibition Building and the identified general upgrades and beautification of the Fairgrounds revealed the following:

- Public funding – the taxpayers of Leon County passed a one cent option tax extension in November 2014 that is collected on all taxable sales within the County. Approximately \$12 million of the one cent sales tax generated between 2020 and 2040 has been earmarked for Fairground improvements.
- Bond or loan financing – the revenue generating proposed exhibition building (with estimated construction costs of almost \$12 million) could possibly support some level of debt financing, estimated in the range of \$2 million to \$2.75 million, based on the low and high scenario cash flows. The balance of the funding would need to be raided from other sources.
- Other sources – county, state and federal grants, as well as private fund raising could all be additional sources of capital to pay for the cost of the Recommended Facilities

ESTIMATED ECONOMIC IMPACTS

Overview

This section of this report presents the approach and methodology used to develop estimates of the potential economic and fiscal impacts of visitors to the Tallahassee/Leon County area resulting from specific potential events that attract visitors to the area.

Approach

Economic impacts are generally described as the amount of expenditures that occur in a defined geographic area, including subsequent re-spending of the initial expenditures. The new events that could be attracted to the Tallahassee/Leon County area with the construction and operation of the proposed Exhibition Building that would have significant economic impacts to the area are the 1 to 2 regional RV rallies and the 6 to 9 sports tournaments – generating impacts from the spending of non-local participants, spectators and event promoters for lodging, meals, retail purchases, entertainment and the like. The re-spending of the initial expenditures within the Tallahassee/Leon County area of these non-local participants, spectators and event promoters are captured through multipliers that reflect the economic makeup of the area, as well as account for the leakage out of the area. In addition, certain expenditures result in state and local sales and lodging taxes, referred to as fiscal impacts.

RV Rallies

For the RV rallies, we utilized expenditure data from similar regional RV rallies that we surveyed as part of economic impact studies conducted for similar fairgrounds facilities. The impacts include the spending of the (1) rally organizer for meals/catering, materials and supplies, entertainment and fuel, (2) vendors at the rally for food, fuel, entertainment, retail and other local services and (3) rally participants for groceries, fuel, retail, entertainment, other purchases and some per-rally lodging. The tables below presents the estimated spending by these three rally groups. The low scenario assumes a 5-day rally with 600 rigs and 12 vendors. The high scenario adds a 6-day rally with 700 rigs and 12 vendors to the low scenario.

Total Estimated Direct Expenditures of RV Rallies - Low Scenario

Total expenditures	Promoters	Vendors	Participants	Total
Lodging	\$0	\$0	\$0	\$0
Meals	23,000	6,300	58,400	87,700
Transportation	6,500	1,800	48,300	56,600
Entertainment	5,000	2,700	9,300	17,000
Retail	15,000	4,500	0	19,500
Services	0	3,600	57,200	60,800
Other	0	<u>13,500</u>	<u>37,900</u>	<u>51,400</u>
Total	\$49,500	\$32,400	\$211,100	\$293,000

All amounts rounded to \$100's of dollars

North Florida Fairgrounds

Total Estimated Direct Expenditures of RV Rallies - High Scenario

Total expenditures	Promoters	Vendors	Participants	Total
Lodging	\$0	\$0	\$21,200	\$21,200
Meals	46,000	12,600	131,100	189,700
Transportation	13,000	3,600	101,100	117,700
Entertainment	10,000	5,400	19,500	34,900
Retail	30,000	9,000	103,200	142,200
Services	0	7,200	0	7,200
Other	0	27,000	89,500	116,500
Total	\$99,000	\$64,800	\$465,600	\$629,400

All amounts rounded to \$100's of dollars

To estimate the potential total economic impacts associated with the estimated direct expenditures of the 1 to 2 new RV rallies, we purchased RIMS II multipliers from the Bureau of Economic Analysis for Leon County and applied those multipliers to the estimated direct expenditures presented in the above two tables. The calculations of total economic impacts for these RV rallies are shown in the table below, along with the estimated impacts to local earnings and jobs.

North Florida Fairgrounds

RV Rally Impacts - Low Scenario

RIMS #	Account Name	Initial Expenditures	Multiplier			Results		
			Output	Earnings	Jobs	Expenditures	Earnings	Employment
59	Lodging	\$0	1.5584	0.4217	13.3527	\$0	\$0	0.0
60	Meals	87,700	1.5517	0.4471	20.0980	136,100	39,200	1.8
28	Transportation	56,600	1.5553	0.4487	15.5398	88,000	25,400	0.9
711500	Entertainment	17,000	1.5021	0.4346	14.2403	25,500	7,400	0.2
28	Retail	19,500	1.5553	0.4487	15.5398	30,300	8,700	0.3
61	Services	60,800	1.7353	0.4697	13.7480	105,500	28,600	0.8
28	Other	51,400	1.5553	0.4487	15.5398	79,900	23,100	0.8
		\$293,000				\$465,300	\$132,400	4.8

Source for Multipliers: RIMS II Bureau of Economic Analysis

North Florida Fairgrounds

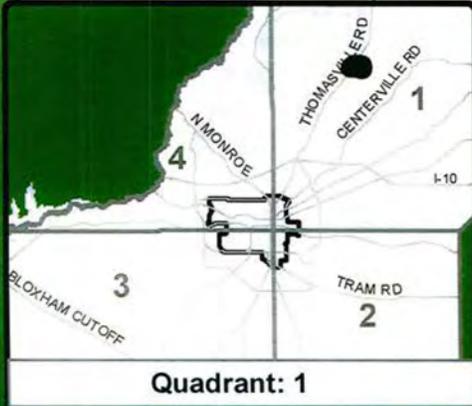
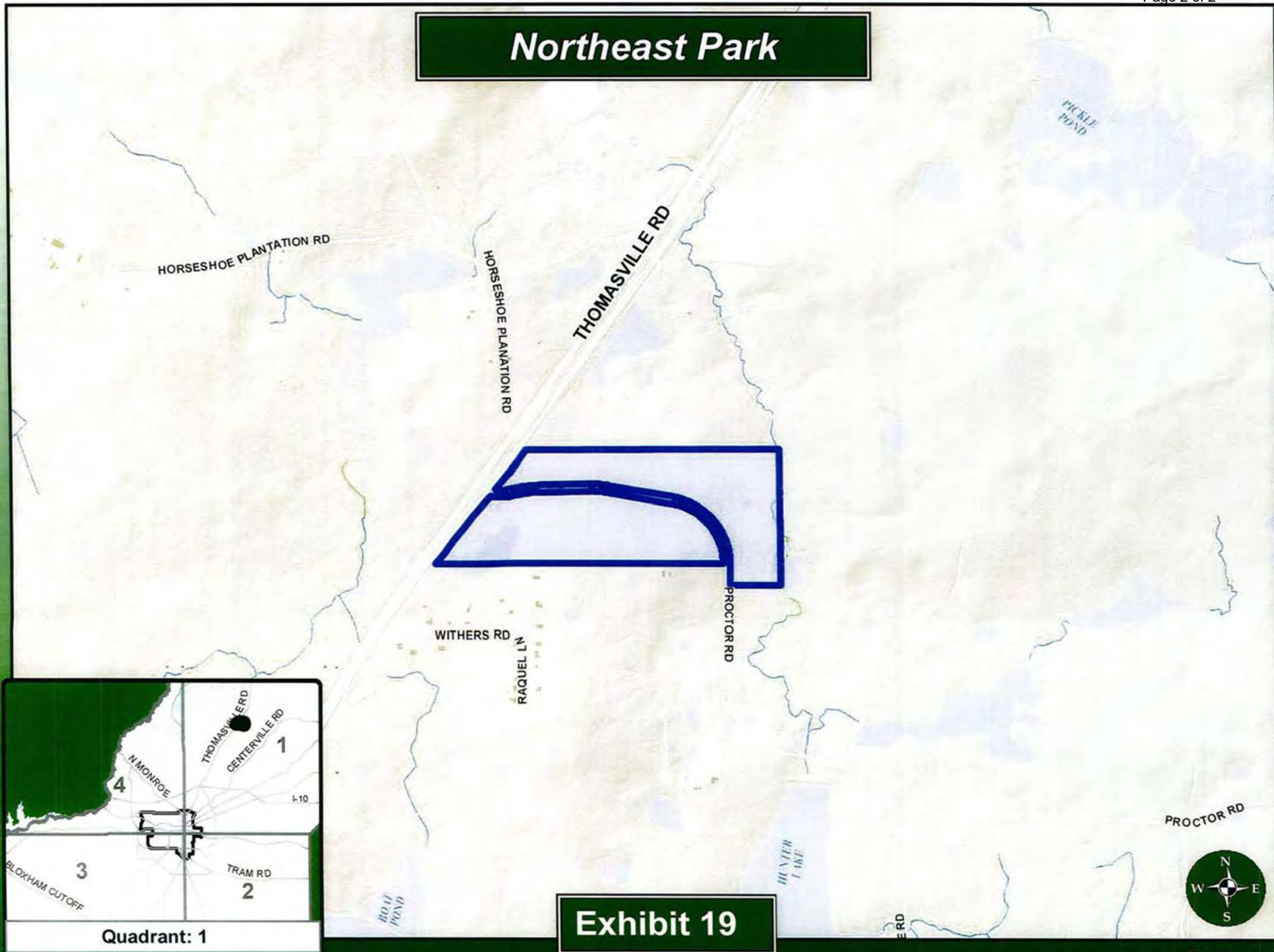
RV Rally Impacts - High Scenario

RIMS #	Account Name	Initial Expenditures	Multiplier			Results		
			Output	Earnings	Jobs	Expenditures	Earnings	Employment

SECOND AMENDED AND RESTATED
INTERLOCAL AGREEMENT
between
LEON COUNTY, FLORIDA
and
CITY OF TALLAHASSEE, FLORIDA
DATED as of December 9, 2015

Project 19. Northeast Park: Funding to develop a Northeast Park (Exhibit 19).

Northeast Park



Quadrant: 1

Exhibit 19

**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #12
December 12, 2019**

Title: Consideration of a Blueprint Affordable Housing Policy and Proposed Revision to the Blueprint Real Estate Policy to Support Affordable Housing

Category: General Business

Intergovernmental Management Committee: Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Susan Dawson, Blueprint Attorney
Kirsten Mood, Assistant Blueprint Attorney

STATEMENT OF ISSUE:

In response to Blueprint Intergovernmental Agency Board of Directors (IA Board) direction at the June 27, 2019 IA Board meeting, this agenda item details the process by which penny sales tax funds can be used for affordable housing and presents a preliminary draft Blueprint Affordable Housing Policy for IA Board consideration. Also included for IA Board consideration is a proposed revision to the Blueprint Real Estate Policy that would require Blueprint to consult with the City and County affordable housing offices to determine whether property is suitable for dedication as affordable housing before the property is declared as surplus. This item was continued from the September 5, 2019 IA Board meeting.

FISCAL IMPACT:

This item has a fiscal impact. The cost of implementing the proposed Affordable Housing Policy is substantial but unknown at this time.

RECOMMENDED ACTION:

- Option 1: Accept the Report on Blueprint and Affordable Housing.
- Option 2: Approve the Proposed Revision to Blueprint Real Estate Policy Section 107.12.

SUPPLEMENTAL INFORMATION:

This agenda item addresses IA Board direction from the June 27, 2019 meeting to develop a policy providing for Blueprint to mitigate the impact of property acquisition for Blueprint projects on the community stock of affordable housing. This item includes a report on current Blueprint authority to support affordable housing, a draft Affordable Housing Policy, and a process by which the IA Board can implement it. Currently, Blueprint Real Estate Policy section 107.12(E) provides the City and County the first right of refusal to secure surplus property that is not otherwise committed to a maintenance organization.

PROPOSED REVISION TO BLUEPRINT REAL ESTATE POLICY TO SUPPORT AFFORDABLE HOUSING

For IA Board consideration, Option #2 provides a revision the Blueprint Real Estate Policy that requires Blueprint to consult with the City of Tallahassee Office of Community Housing and Human Services and the Leon County Office of Human Services and Community Partnership to determine whether potential surplus property is suitable for affordable housing before it is declared as surplus. When Blueprint projects are completed or land is no longer necessary for a Blueprint project, the Blueprint Real Estate Policy provides that the property may be declared surplus. Surplus property not otherwise committed to a maintenance entity may be disposed through sale or donation. The proposed revision to the Blueprint Real Estate Policy, included as Attachment #1, requires Blueprint to notify the City or County affordable housing offices that potential surplus property is available for donation. The revision would accomplish the goal of providing property for use in affordable housing.

This revision can be accomplished without a revision to the Second Amended and Restated Interlocal Agreement (Interlocal Agreement) because Blueprint has the authority to acquire property to accomplish the existing Blueprint projects. The Interlocal Agreement also grants Blueprint the power to exercise all of the statutory privileges, benefits, powers and terms of Cities and Counties, which includes authority to convey property to another governmental entity. Accordingly, Blueprint can convey surplus property to the City or County after the property has been used for its intended purpose without amending the Interlocal Agreement.

HOW PENNY SALES TAX DOLLARS MAY BE USED FOR AFFORDABLE HOUSING

In 2014, voters approved the extension of the Leon County Penny Sales Tax to fund “projects designed to improve roads; reduce traffic congestion; protect lakes and water quality; reduce flooding; expand and operate parks and recreational areas; invest in economic development; and other uses authorized under Florida law . . .” The Interlocal Agreement provides for the use of Leon County Penny Sales Tax proceeds for “[o]ther permissible uses set forth in section 212.055(2), Florida Statutes, as amended.” Section 212.055(2)(d)(1)e, Florida Statutes, includes a limited use of sales tax proceeds for affordable housing:

Any land acquisition expenditure for a residential housing project in which at least 30 percent of the units are affordable to individuals or families whose total annual

household income does not exceed 120 percent of the area median income adjusted for household size, if the land is owned by a local government or by a special district that enters into a written agreement with the local government to provide such housing. The local government or special district may enter into a ground lease with a public or private person or entity for nominal or other consideration for the construction of the residential housing project on land acquired pursuant to this sub-subparagraph.

Therefore, Blueprint may expend penny sales tax dollars on acquisition of land for affordable housing subject to the constraints of Florida law.

Although the Interlocal Agreement Section 8(b) allows for other permissible uses—such as land acquisition expenditures for affordable housing—as listed in 212.055, Florida Statutes, such use is not specifically listed in Exhibit II of the Interlocal Agreement. Exhibit II of the Interlocal Agreement details the Blueprint 2020 Infrastructure Projects. Accordingly, Exhibit II of the Interlocal Agreement must be amended to expressly provide for acquisition of land for affordable housing before penny sales tax dollars are used for such purposes.

While amendments to other sections of the Interlocal Agreement require independent action of the Board of County Commissioners and the City Commission, the IA Board can amend the list of projects and programs in Exhibits I and II of the Interlocal Agreement. The IA Board can amend Exhibit II of the Interlocal Agreement to include land acquisition for affordable housing through the substantial amendment process. The substantial amendment process, which is laid out in Interlocal Agreement Section 10, Amendment or Deletion to Projects and Programs, provides the following:

The listed projects and programs set forth in Exhibit I, Exhibit II, Sections a, b. 1, b.2, and b.3, may only be deleted or amended to a substantial degree, if circumstances call for a substantial change and if the Board approves the change by a supermajority vote of both the members who are County Commissioners and the members who are City Commissioners, after taking into consideration the recommendations of the Citizen Advisory Committee, the Technical Coordinating Committee, and the Intergovernmental Management Committee. Such a vote will not be taken until Blueprint first holds at least two (2) noticed public hearings with respect to such proposed change.

Therefore, the IA Board may approve the use of penny sales tax dollars for affordable housing land acquisition by adding affordable housing to the Interlocal Agreement following two public hearings, input of the CAC, TCC, and IMC, and a supermajority vote.

Twenty-eight Florida Counties currently collect a local government infrastructure surtax under 212.055(2), Florida Statutes. Pinellas and Collier Counties currently expend their local government infrastructure surtax on land for affordable housing use. Leon County and the City of Tallahassee sustain affordable housing in our community through the Leon County Office of Human Services and Community Partnerships and the City of Tallahassee Community Housing

and Human Services. The [City Commission Workshop on Affordable Housing](#) and [Leon County Annual Report](#) provide more detailed information on the work of both offices.

A draft Blueprint Affordable Housing Policy is included as Attachment #2 to this agenda item. The draft policy provides that, when Blueprint projects demolish or otherwise remove affordable housing from the community stock, Blueprint will dedicate land to the City and County for use as affordable housing. The draft policy was modeled after federal regulations governing Community Development Block Grants, requiring “one-for-one replacement of lower-income dwelling units.” See 24 CFR § 42.375. The draft policy would apply to all occupied and vacant, occupiable lower-income dwelling units impacted by a Blueprint project, except for those Blueprint state road projects that are designed by the Florida Department of Transportation and over which Blueprint has limited design control. Tenants displaced by Blueprint projects are not addressed in the draft policy and would be served by the Blueprint Relocation Policy and Procedure Manual. Should the IA Board initiate the substantial amendment process to use penny sales tax proceeds for affordable housing land acquisition, Blueprint will continue to work with subject-matter experts to refine the draft policy to ensure its effectiveness and legal defensibility.

Option #3 of this agenda item directs staff to initiate the substantial amendment process to explicitly add affordable housing to Exhibit II of the Interlocal Agreement and to continue refining a Blueprint Affordable Housing Policy consistent with this item for IA Board approval upon the completion of the substantial amendment process. The cost of the proposed Affordable Housing Policy is substantial but unknown at this time. The specific acquisition needs of the Blueprint 2020 Projects are also unknown; right-of-way needs are typically finalized at the 60 percent design phase. Any costs of the proposed Affordable Housing Policy would be taken from the 66 percent Blueprint Infrastructure portion of the projected sales tax proceeds during the life of the sales tax.

CONCLUSION/NEXT STEPS:

This item provides options for the IA Board to address Blueprint impacts on the stock of affordable housing in the community. Staff recommends that the IA Board accept the report on Blueprint and Affordable Housing (Option #1) and approve the proposed revision to the Blueprint Real Estate Policy Section 107.12 (Option #2).

Should the IA Board choose to initiate the substantial amendment process to add land acquisition for affordable housing as a new Blueprint project (Option #3), staff will proceed with scheduling the two public hearings. The first public hearings can be held at a Blueprint Citizens Advisory Committee (CAC) meeting. Staff proposes holding the first public meeting at the CAC meeting scheduled for February 27, 2020. The second and final public hearing can be scheduled for the next IA Board meeting on March 12, 2020. Immediately following the public hearing, and on the same day, with consideration of the TCC, CAC, and IMC recommendations, the IA Board can call for a vote to add land acquisition expenditures for affordable housing to Exhibit II of the Interlocal Agreement. Option #2 would formally revise the Blueprint Real Estate Policy and immediately update the Blueprint surplus property process.

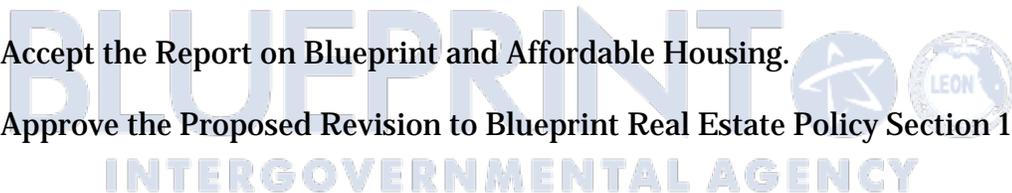
Action by the TCC and CAC: This item was not presented to the TCC. The CAC received a presentation on this item at their December 5, 2019 meeting and recommended the IA Board approve Options #2 and #4.

OPTIONS:

- Option 1: Accept the Report on Blueprint and Affordable Housing.
- Option 2: Approve the Proposed Revision to Blueprint Real Estate Policy Section 107.12.
- Option 3: Direct staff to initiate the substantial amendment process to add land acquisition expenditures for affordable housing to Exhibit II of the Interlocal Agreement and to continue refining a Blueprint Affordable Housing Policy consistent with this item for IA Board approval upon the completion of the substantial amendment process.
- Option 4: IA Board Direction.

RECOMMENDED ACTION:

- Option 1: Accept the Report on Blueprint and Affordable Housing.
- Option 2: Approve the Proposed Revision to Blueprint Real Estate Policy Section 107.12.



Attachments:

1. Proposed Update to Blueprint Real Estate Policy
2. Draft Blueprint Affordable Housing Policy

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DATE
September 19, 2007
NO.
107
ORG. AGENCY
Blueprint Intergovernmental Agency
APPROVED

TITLE

BLUEPRINT REAL ESTATE POLICY

107.01

STATEMENT OF POLICY

The purpose of this administrative regulation is to establish a policy and procedures to govern the delegation of authority for any and all conveyances of any interest in real property involving Blueprint Intergovernmental Agency (Blueprint), including but not limited to, fee simple and less than fee simple acquisitions, sales and dispositions, property management activities, and leases to others of real property owned by Blueprint Intergovernmental Agency founded by the City of Tallahassee and Leon County Florida.

107.02

AUTHORITY

The Blueprint Intergovernmental Agency, created pursuant to Chapter 163.01(7) of the Florida Statutes, has the authority to establish real estate and land banking policies and procedures.

107.03

OBJECTIVE

The intent of this policy is to provide operating procedures and a set of rules to ensure proper accountability in any real estate transaction involving Blueprint and to ensure proper management of any real property owned or leased by Blueprint. Further, these policies and procedures shall be followed, along with all applicable laws and professional ethics, in order to insure fair and equitable treatment to Leon County, the City of Tallahassee, the general public, and all affected property owners. The policies and procedures contained herein shall govern all Blueprint real estate transactions.

107.04

SCOPE AND APPLICABILITY

The policy outlined herein shall apply to the Blueprint Intergovernmental Agency and all employees referenced in the joint project management structure involved in any activities associated with the Blueprint Real Estate Policy.

BLUEPRINT ~~2000~~-REAL ESTATE POLICY

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107.05 DEFINITIONS

Appraisal: A professional, impartial estimate of the fair market value of real property.

Capital Improvement Projects: All projects, which have been approved by the Intergovernmental Agency in a Capital Improvement Plan Budget and have been included on a list of approved projects.

Closing: The time and place for the exchange of documents and tender of payment to finalize the bargain or contract for transfer of real property.

Condemnation/Eminent Domain: A government's right to acquire private property for public use with full compensation to the owner.

Dedication: The setting aside of land for a public use by its owner, together with acceptance of the land by or on behalf of the public, by the making, signing, acknowledging and recording of a map or plat of land in accordance with general law upon which areas appear as devoted to public use for such purposes including but not limited to streets and utility and drainage easements.

Designee: A duly authorized representative of a person holding a superior position.

Easement: A right to use land of another for a specific purpose and for a certain time frame.

Fee Title or Fee Simple Title: An estate in real property belonging to the owner and alienable or sellable by owner or transmissible to owner's heirs absolutely and simple. An absolute estate in perpetuity and the largest possible real property right an owner can have.

"IA": Means Intergovernmental Agency Board of Directors or Agency Board.

"IMC": Intergovernmental Management Committee has oversight of the Blueprint Intergovernmental Agency Program and is comprised of the Leon County Administrator and the City Manager of Tallahassee.

Land Banking: The acquisition and holding of property for both current and future purposes including but not limited to, transportation projects, greenways, trails and other environmentally sensitive lands.

Marketable Title: A legally defensible title which is free from material defects and acceptable to a reasonable purchaser, informed as to the facts and their legal meaning.

Option: A contract conveying a right to buy real estate at a specific price during a stipulated period of time.

Property: Land and all improvements thereon, if any.

Public Purpose: A purpose which has as its objective the promotion of the public health, safety, morals, general welfare, security, prosperity, and contentment of the residents of the

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City of Tallahassee and Leon county and not the welfare of an individual or specific class of persons.

Purchase and Sale Agreement: A binding contract for the purchase and sale of real property subject to the conditions contained in the agreement.

Quitclaim Deed: An instrument of conveyance intended to pass such title, interest or claim as the grantor may have in the property and which contains neither warranties nor covenants of title. (See Section 125.411, Florida Statutes).

Real Property: Any interest in land or the improvements thereon, including but not limited to, fee simple, leasehold and other rights of possession, temporary and perpetual easements, and grants of right of entry.

Right of Way Map: Any map or survey prepared by or on behalf of Blueprint that identifies the real property necessary to implement a Capital Improvement Project.

“Under the Threat of Condemnation”: A term used to indicate that a property shall be acquired, if necessary, using Blueprint’s authority to impose the laws of eminent domain (condemnation).

Value Determination: Estimate of market value as prepared by the real estate staff or an approved right of way consulting firm.

107.06

APPROVAL AUTHORITY:

A. Director of PLACE, or his/her Designee

1. The Director of PLACE, or his/her Designee, is authorized to approve the following real estate acquisitions provided the purchase price, exclusive of attorney fees and costs and business damages, if applicable, does not exceed \$750,000.00 or 20% above the appraised value, whichever is greater;
 - a. The acquisition of real estate for land banking purposes.
 - b. The payment of legal settlements for property acquired under the threat of condemnation purchased through either informal negotiations or mediation.
2. The Director of PLACE or his/her Designee Director is authorized to approve the sale or disposition of surplus property owned by Blueprint provided the sale price does not exceed \$100,000.00, exclusive of closing costs.
3. The Director of PLACE or his/her Designee is authorized to approve all deposits in circuit courts required by Order of Takings, final judgments of jury verdicts, or other court orders on property being acquired under threat of condemnation.

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4. The Director of PLACE or his/her Designee, with input from the Blueprint Attorney, is authorized to settle all reasonable attorney fees and costs incurred by property owners during the condemnation process, through negotiation, mediation or court award.
5. The Director of PLACE or his/her Designee is authorized to settle any claim for business damages made pursuant to Section 73.015(2), Florida Statutes (2003), as may be amended from time to time, provided the amount of the business damage claim, exclusive of attorneys' fees and costs, does not exceed \$250,000.00 or 20% above the amount of the estimate obtained in accordance with Section 107.08 C below.

B. Intergovernmental Management Committee

1. The Intergovernmental Management Committee (IMC) is authorized to approve all acquisition of real estate, and/or business damage claims, in which the purchase price exceeds the approval authority of the Director of PLACE, and is within the approved and budgeted Blueprint Capital Improvement Plan.
2. The IMC is authorized to approve the sale and disposition of surplus property owned by Blueprint provided the sale price does not exceed \$500,000.00, exclusive of closing costs.
3. The IMC is authorized to approve all leases of property owned by Blueprint where the annual lease does not exceed \$100,000.00.
4. All decisions of the IMC, pursuant to this Policy, shall be subject to the requirements of Florida Statute 286.011, Florida Government in the Sunshine Law.

C. Intergovernmental Agency Board of Directors

The Intergovernmental Agency Board of Directors (IA) shall approve all other real estate transactions. In addition, the Director of PLACE or the IMC may elect to request IA approval on any real estate purchase, sale or disposition.

107.07 RESPONSIBLE DEPARTMENTS:

- A. Unless specifically directed otherwise by the IMC, the Director of PLACE or his/her designee, shall implement and comply with these policies and procedures and shall be charged with the following responsibilities:

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1. Develop clear and uniform procedures for all real property transactions.
 2. Assure clear and uniform documentation of all real property transactions.
 3. Assure that all real property transactions are negotiated equitably, in good faith and in accordance with all applicable state and federal laws as well as in the best interest of the taxpayers of Leon County.
 4. Assure that, in those instances when negotiations for the acquisition of real property under the threat of condemnation are unsuccessful, all information necessary for the filing of an eminent domain lawsuit is provided to the Blueprint Attorney.
 5. Maintain an accurate inventory and provide effective management of all real property owned by Blueprint.
 6. Report to the Intergovernmental Agency ("IA") at regularly scheduled meetings all acquisition and/or sale of real property.
 7. Report monthly to the Intergovernmental Management Committee (IMC) all acquisitions and/or sale of real property.
- B. The Blueprint Attorney is responsible for acquisition through the use of Blueprint's eminent domain power in those instances when negotiations for the acquisition of real property under the threat of condemnation are unsuccessful.

107.08 APPRAISALS AND OTHER VALUE ESTIMATES:

- A. For all real property transactions, Blueprint shall prepare or obtain a value estimate or an appraisal report, which estimates the fair market value of the real property interest involved in the transaction in accordance with the following procedures:
1. For acquisitions, sales, or dispositions in which the estimated value of the real property does not exceed \$25,000.00, an in house value determination or an appraisal shall be prepared.
 2. For acquisitions, sales, or dispositions in which the estimated value of the real property does not exceed \$750,000.00, an independent state-certified appraiser shall be retained to prepare an appraisal report with an estimate of the fair market value of the real property.
 3. For acquisitions, sales, or dispositions in which the estimated value of the real property exceeds \$750,000.00, two independent state-certified appraisers may be

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retained to each prepare an appraisal report with an estimate of the fair market value of the real property.

4. All appraisal reports being obtained for property under the threat of condemnation shall be reviewed by an independent state certified appraiser. All other appraisals may be reviewed at the discretion of the Director of PLACE or his/her designee.
 5. Nothing in this section is intended to preclude Blueprint from purchasing real property pursuant to sections 125.355 or 166.045, Florida Statutes, if it chooses to do so.
- B. The Director of PLACE or his/her designee shall determine the scope of the appraisal assignment and the form of the appraisal report to be prepared. However, when an appraisal report is being obtained for property under the threat of condemnation, the Blueprint Attorney may be consulted to determine the scope and form of the appraisal report.
- C. For any acquisition under the threat of condemnation in which an owner is entitled to compensation for damages to a business, pursuant to Section 73.015(2), Florida Statutes (2003), as may be amended from time to time, Blueprint shall obtain from a Certified Public Accountant, and/or other such consultants as recommended by the Blueprint Attorney, a report estimating the amount of such business damages, and the Blueprint Attorney, in consultation with the Director of PLACE or his/her Designee, shall determine the scope and form of the business damage report.

107.09 ACQUISITIONS FOR CAPITAL IMPROVEMENT PROJECTS:

Any real property that has been identified on a right of way map or designated property map as being necessary to implement Blueprint's Capital Improvement Plan shall be acquired "under the threat of condemnation" pursuant to the guidelines provided in Section 73.015, Florida Statutes, and pursuant to the following authority and procedures:

- A. The Director of PLACE, in consultation with the Blueprint Director, (shall have the authority and responsibility to approve and to execute all documents necessary to implement an approved and budgeted Capital Improvement Project. This authority and responsibility includes coordination with the Blueprint Attorney, or their designee, for the preparation of a condemnation resolution for approval by the Intergovernmental

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Agency Board stating the public purpose of the project and the necessity of acquiring the parcels identified in the resolution and upon the Board's approval of the resolution the identified parcels shall be acquired in one of the following manners:

1. The Director of PLACE, or his/her Designee, shall have the administrative authority to purchase fee simple title or easements, or negotiate settlements of any voluntary action which is required for the implementation of a Capital Improvement Project provided the funds for the project are available, budgeted and are within the Director of PLACE's limits of authority, pursuant to Section 107.06.
 2. Property not acquired through voluntary acquisition as described above, shall be acquired through the exercise of Blueprint's power of eminent domain pursuant to Chapter 73 or 74, Florida Statutes and the Blueprint Attorney or his/her designee shall file a petition with the appropriate court to obtain title to the condemned property. Settlement of property acquired through Orders of Taking shall be made pursuant to Section 107.06, of this policy.
- B. The Director of PLACE or his/her Designee, and/or the IMC, shall seek technical advice from staff or others, as needed, prior to making settlement and acquisition decisions affecting real property.

107.10 LAND BANK PROGRAM:

- A. Blueprint has established a land banking program to be used to acquire property for future Blueprint projects including the early acquisition of right of way along transportation corridors.
- B. All properties being considered for purchase under this program shall be presented to the Director of PLACE or his/her Designee, in a written report, which includes the following information:
 1. The location of the property
 2. Description
 3. Intended use
 4. Estimate of value

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5. Proposed purchase price
- C. Florida Statute 125.355 may be utilized by the Director of PLACE.
 - D. The Director of PLACE or his/her Designee shall have the authority to negotiate a contract to option real estate for approved land banking purchases.
 1. The Director of PLACE or his/her Designee has the authority to approve land banking purchases up to the approved settlement limit. (See Section 107.06 A.)
 2. The Director of PLACE or his/her Designee, may seek such technical advice from staff or others as needed prior to making acquisition and settlement decisions affecting real property.
 - E. The IMC has the authority to approve all settlements for land banking purchases up to their delegated authority as provided specifically in Section 107.06 B.
 - F. All other requirements imposed by the Blueprint Intergovernmental Agency Real Estate Policy, including but not limited to, obtaining a value determination or appraisal, completing title work, etc., shall apply to purchases under the land-banking program.

107.11 ENVIRONMENTAL ASSESSMENTS:

An Environmental Assessment or equivalent (which may be contained in a Contamination Screening Evaluation Report as part of a PD&E Study) shall be secured on all property purchased by Blueprint. The Environmental Assessment shall be reviewed and approved by the Director of PLACE or his/her Designee prior to closing. The Director of PLACE may seek technical support from staff and others, as needed, to interpret and evaluate the results of the environmental assessment and, if deemed necessary, the Director of PLACE or his/her Designee may request additional assessment activities.

107.12 REAL PROPERTY OWNED BY BLUEPRINT: SALE OR DISPOSITION OF ANY REAL PROPERTY DECLARED SURPLUS PROPERTY.

- A. The Director of PLACE or his/her Designee with input from the Blueprint Attorney and/or Real Estate Manager, shall annually review all real estate owned by Blueprint and shall determine whether any parcels might be considered surplus property. A property shall not be considered surplus unless there is no potential future use of the property within the Blueprint Intergovernmental Agency Program. If such potential surplus property is identified, a written report will be submitted to the IMC

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recommending the property be declared surplus. The IMC has authority to declare property surplus and once declared surplus, may approve disposal of that property if the appraised value is \$500,000.00 or less. If the property value is in excess of \$500,000.00, the property shall be submitted to the Intergovernmental Agency for approval of disposition.

- B. The Director of PLACE or his/her Designee has the authority to sell or dispose of surplus property if the appraised value does not exceed \$100,000.00. (See Section 107.06 A.).
- C. All surplus real property shall be marketed for sale or disposal in accordance with Section 125.35, Florida Statutes, as may be amended from time to time, unless the sale or disposition is exempted pursuant to either Section 125.38 or Section 125.39, Florida Statutes, or unless the sale or disposition is part of an exchange of real property. In addition, the Director of PLACE or his/her Designee may utilize a Real Estate Broker and may improve the marketability and value of property by obtaining permitting, site plan approvals, or other property enhancements prior to the disposal of surplus real property.
- D. Contiguous property owners must receive written notification of Blueprint's intent to sell or dispose of the real property, and Blueprint must place adequate signage on the real property to notify the public that the property is available for purchase.
- E. Blueprint shall give the City and County first refusal to secure any property declared surplus. [Blueprint will consult the Director of the City of Tallahassee Division of Community Housing and Human Services and the Director of the Leon County Office of Human Services and Community Partnerships to determine whether potential surplus property eligible for disposition and not otherwise committed to the City, County, or other entity for ongoing maintenance is suitable for donation to the City or County for use as Affordable Housing.](#)
- F. If bond proceeds were used for the acquisition or sale of any real estate and there is any conflict with the Bond Resolution, then the Bond Resolution shall control, to the extent of the conflict.

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107.13 REAL PROPERTY OWNED BY BLUEPRINT: LEASE FROM BLUEPRINT OF REAL PROPERTY.

- A. If an individual or entity is interested in leasing any real property owned by Blueprint, such individual or entity shall express such interest in the form of a written request to Blueprint.
- B. The written requests shall be reviewed by the Director of PLACE or his/her Designee to determine if the property is suitable for leasing.
- C. Upon determination that property is suitable for lease, the Director of PLACE or his/her Designee shall make a written recommendation on whether or not to negotiate a lease to the IMC if the annual lease is less than \$100,000.00. If the IMC approve the recommendation to pursue the lease of the Blueprint owned property, the Director of PLACE or his/her Designee, with input from the Real Estate Manager and/or the Blueprint Attorney will enter into negotiations to lease the real property.
- D. If the annual rent value is above \$100,000.00, the IMC will review and evaluate the lease request and present a joint recommendation to the Intergovernmental Agency Board for consideration as an agenda item.
- E. All lease documents shall be approved as to form and content by the Blueprint Attorney, with input from the City/County Attorney, as needed, prior to being submitted for final approval. All leasing activities shall be in accordance with Section 125.35, Florida Statutes.
- F. If bond proceeds were used to acquire any real estate and there is any conflict with the Bond Resolution, then the Bond Resolution shall control, to the extent of that conflict.

107.14 REQUIREMENTS FOR ALL FIRMS PROVIDING APPRAISAL, ACQUISITION AND RELOCATION SERVICES TO BLUEPRINT:

- A. All real estate appraisers and/or review appraisers shall be licensed in Florida as a State Certified General Real Estate Appraiser.
- B. All real estate appraisers and review appraisers shall be Pre-Approved by the Florida Department of Transportation.
- C. All acquisition and relocation firms shall be Pre-Approved by the Florida Department of Transportation to perform all acquisition and relocation functions.

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D. All Appraisal, Appraisal Review, Acquisition and Relocation services will be provided under the auspices of the Federal Uniform Relocation and Real Property Acquisition Policies Act of 1970, as amended (Uniform Act) as well as all applicable state and federal laws and regulations.

107.15 ABSTRACT AND TITLE REQUIREMENTS:

An independent abstract and Title Certificate with title insurance shall be secured on all acquisitions for the Blueprint Intergovernmental Agency Program. However, any property acquired by virtue of an Order of Taking in a condemnation lawsuit shall not require title insurance.

107.16 REVIEWING AND MAINTAINING CLOSING DOCUMENTS:

- A. In addition to the Blueprint Attorney, the City/County Attorney or his/her designee may be asked to review all closing documents and title work prior to closing on all real property acquisitions by Blueprint. This review shall be documented in writing. The Blueprint Attorney may authorize licensed agents with contracted acquisition firms, or appropriate Blueprint Staff to close Blueprint purchases, provided a review of the closing documents and title work has been conducted by the appropriate Agency Attorney prior to closing on any real property acquisitions.
- B. Blueprint shall be responsible for recording and maintaining all closing documents.

107.17 USE OF FEDERAL FUNDING TO ACQUIRE OR LEASE REAL PROPERTY:

Blueprint shall comply with the requirements of the Federal Uniform Relocation and Real Property Acquisition Policies Act of 1970, as amended, if acquiring right of way for transportation projects or acquiring property on projects where federal funds are being utilized or where federal funding may be secured in the future.

107.18 RELOCATION POLICY FOR LOCALLY FUNDED PROJECTS:

It is the intent of this policy to ensure that Blueprint provides fair and consistent treatment for persons or businesses displaced by the acquisition of property utilizing local funds. Under this policy Blueprint shall provide advisory assistance and conduct the relocation

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program so that no person shall, on the basis of race, color, sex, gender identity, age, religion, national origin, disability or genetic information be excluded from participation in, be denied the eligible benefits of, or be otherwise subjected to discrimination or retaliation under any of Blueprint's funded programs or activities administered by Blueprint or its sub-recipients. The term "person" as defined in this policy refers to any individual (residential or business occupant), family, partnership, corporation, or association.

Relocation assistance activities implemented under this policy involve notices, advisory services, and if applicable, relocation assistance payments. Any benefits afforded by this policy are not intended to create any additional element of compensation if the property is condemned.

A. Residential

1. Homeowner (Owner Occupied Displacee)

Residential home owners will only receive relocation notices and advisory services benefits as provided by Blueprint.

2. Tenant

A tenant is defined as a person who has the temporary use and occupancy of real property owned by another. Residential tenants will receive relocation notices and advisory services benefits and may, in addition, qualify for a replacement housing payment and residential moving costs based on a Fixed Residential Moving Schedule. Residential tenants who have been in occupancy at the displacement dwelling for more than 12 months may qualify for a replacement housing payment. Residential tenants who have been in occupancy at the displacement dwelling for 12 months or less may qualify for a reduced replacement housing payment.

Property owners and tenants affected by a Blueprint project will be interviewed to determine if they are eligible for relocation benefits. The interview will be conducted prior to determining their relocation eligibility, and all interviews will be conducted in person at the displaced person's residence or place of business. The purpose of the residential interview is to determine the relocation needs and

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preferences of each person to be displaced and explain the relocation assistance for which the person may be eligible, the related eligibility requirements, and the procedures for obtaining such assistance.

B. Non-Residential

1. Owner Occupied

Nonresidential owners (businesses and/or nonprofit organizations) will only receive relocation notices and advisory services benefits, as provided by Blueprint.

2. Tenant Occupied

Nonresidential tenants (businesses and/or nonprofit organizations) will receive relocation notices and advisory services benefits and, in addition, may qualify for reestablishment expenses, moving costs and search expenses.

Business owners and tenants affected by a Blueprint project will be interviewed to determine if they are eligible for relocation benefits. The purpose of the non-residential interview is to determine the relocation needs and preferences of each person at the displaced person's place of business. Interviews with displaced business tenants will also include a discussion as to the business's replacement site requirements, current lease terms and other contractual obligations and the financial capacity of the business to accomplish the move. There will be a determination of the need for outside specialists that will be required to assist in planning the move, assistance in the actual move, and in the reinstallation of machinery and/or other personal property. At the conclusion of the interview, the relocation agent will be able to provide an estimate of the time required for the tenant occupied business to vacate the site.

C. Notices

All owners and tenants are provided with a **General Information Notice** which provides a description of Blueprint's relocation program. At or promptly following the initiation of negotiations Blueprint will notify all occupants in writing, either in person or by certified mail, of their eligibility for applicable relocation assistance and payments, if applicable. The **Notice of Eligibility** cites the specific relocation

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assistance available for the displaced person and identifies any offer of relocation assistance. No lawful occupant shall be required to move unless he or she has received at least 90 days advance written notice of the earliest date by which they may be required to move. The **90 Day Notice** shall either state a specific date as the earliest date, or state that the occupant will receive a further notice indicating, at least 30 days in advance, the specific date to vacate the property. The **30 Day Notice** will provide a specific date by which the displaced person must vacate and surrender possession of the subject property.

D. Advisory Services

Throughout the relocation program, Blueprint will provide ongoing **advisory services** to all affected owners and tenants including, but not limited to, assisting them in securing replacement properties and filing relocation claims for benefits, when applicable. All residential and business tenants will have **12 months** from the date of their move to file claims for the reimbursement of eligible payments.

E. Relocation Policy and Procedures Manual Implementing procedures have been developed and can be obtained by contacting the Blueprint Intergovernmental Agency Office at:

315 South Calhoun Street, Suite 450
Tallahassee, FL 32301
Telephone No.: (850) 219-1060

107.19 REVISIONS TO THE REAL ESTATE POLICY:

The Director of PLACE shall recommend amendments, modifications or alterations to this policy to the Intergovernmental Agency as required to maintain its applicability to local, state and federal regulations, laws, and ordinances.

In addition to the Blueprint Attorney, the City/County Attorney's office may be asked to review proposed revisions, as needed, to ensure compliance with applicable laws. Any revisions to the Blueprint Real Estate Policy shall become effective upon approval by the Intergovernmental Agency Board of Directors.

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107.20 EFFECTIVE DATE OF REAL ESTATE POLICY:

This Real Estate Policy shall become effective upon approval of the Intergovernmental Agency Board. The effective date of this policy shall be September 19, 2007.

Revised: **June 20, 2011**
 February 21, 2017
 December 12, 2019

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TITLE
BLUEPRINT AFFORDABLE HOUSING POLICY

111.01 INTENT, SCOPE, AND APPLICABILITY

The purpose of this policy is to govern the Affordable Housing project identified in Exhibit II of the Second Amended and Restated Interlocal Agreement. This policy is intended to provide for the Leon County – City of Tallahassee Blueprint Intergovernmental Agency (Blueprint) to identify surplus property or purchase new property for donation to the City or County to replace affordable housing that is demolished or converted to a use other than affordable housing as a result of another Blueprint project.

This policy governs all actions of the Blueprint Intergovernmental Agency and all employees referenced in the Blueprint joint project management structure involved in any Blueprint activities.

111.02 AUTHORITY

Blueprint, created pursuant to Chapter 163.01(7) of the Florida Statutes, has the authority to establish an affordable housing policy to govern the expenditure of funds through its Affordable Housing project. Blueprint has authority to expend Leon County Penny Sales Tax proceeds on affordable housing for the purchase of land subject to section 212.055(2)(d)(1)e, Florida Statutes.

111.03 DEFINITIONS

Affordable: Affordable has the same meaning as defined in Section 420.9071, Florida Statutes, “that monthly rents or monthly mortgage payments including taxes and insurance do not exceed 30 percent of that amount which represents the percentage of the median annual gross income for the households as indicated in subsection (19), subsection (20), or subsection (28).”

Affordable Housing: Housing that meets the statutory definition of affordable.

Appraisal: A professional, impartial estimate of the fair market value of real property.

Blueprint Projects: All projects, which have been approved by the IA Board in a Capital Improvement Plan Budget and have been included on an Interlocal Agreement list of approved projects.

BLUEPRINT AFFORDABLE HOUSING POLICY

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Designee: A duly authorized representative of a person holding a superior position.

Fee Title or Fee Simple Title: An estate in real property belonging to the owner and alienable or sellable by owner or transmissible to owner's heirs absolutely and simple. An absolute estate in perpetuity and the largest possible real property right an owner can have.

IA Board: The Leon County – City of Tallahassee Blueprint Intergovernmental Agency Board of Directors.

IMC: Intergovernmental Management Committee comprised of the Leon County Administrator and the City Manager of Tallahassee.

Lower-income Dwelling Units: A dwelling unit, including single-family homes and those units within a multi-family dwelling, that a household can obtain for 30 percent or less of its income.

Property: Land and all improvements thereon, if any.

Vacant, occupiable lower-income dwelling unit: A vacant dwelling unit that is in standard condition; a vacant dwelling unit that is in a substandard condition but is suitable for rehabilitation; or a dwelling unit in any condition that has been occupied (except by a squatter) at any time within the period beginning 3 months before the date of execution of the agreement by Blueprint covering the rehabilitation or demolition.

111.05 AFFORDABLE HOUSING UNITS TRIGGERING REPLACEMENT

All occupied and vacant, occupiable lower-income dwelling units that are demolished or converted to a use other than as lower-income dwelling units in connection with the Blueprint projects listed in Exhibit I and Exhibit II of the Second Amended and Restated Interlocal Agreement that are not conducted in concert with FDOT trigger a replacement land donation under section 111.06 of this policy.

111.06 REPLACEMENT LAND DONATION

When section 111.05 of this policy applies, Blueprint will identify surplus property or purchase new property under existing Blueprint policy and procedure using unencumbered funds that the IA Board has allocated for Affordable Housing for donation to the City of Tallahassee or Leon County for use as Affordable Housing.

A. LOCATION

The property identified or purchased for donation must be located within Leon County. To the extent feasible, the property will be located within the same neighborhood as the units demolished or converted.

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B. SIZE

The property must be sufficient in size and properly zoned to accommodate no fewer than the number of occupants who could have been housed in the units demolished or converted. The number of occupants who could have been housed in units will be determined according to applicable local housing occupancy codes.

C. TIME

The land must be donated to the City of Tallahassee or Leon County Community Land Trust at any time during the period beginning 1 year before the 60 percent design phase of any Blueprint project and ending 3 years after the Blueprint project has finished project-closeout.

D. DONEE

Upon approval of the Intergovernmental Management Committee, Blueprint will donate replacement land to the City of Tallahassee or Leon County for affordable housing use subject to deed restrictions and reverter clauses ensuring that the land will remain affordable housing.

111.07 PRELIMINARY INFORMATION TO BE MADE PUBLIC

Before Blueprint demolishes or otherwise converts any lower-income dwelling units under section 111.06 of this policy, Blueprint will make public and submit in writing to the Intergovernmental Management Committee the following information:

- A. A description of the proposed demolition or conversion of lower-income dwelling unit(s);
- B. The location on a map of the units and number of units by size as provided in section 111.06(B) of this policy;
- C. Currently available Blueprint surplus property and current, unencumbered funds available to support Affordable Housing.

111.08 REPLACEMENT NOT REQUIRED

The one-for-one replacement requirement of section 111.06 of this policy does not apply to the extent that the City of Tallahassee Office of Community Housing and Human Services or the Leon County Office of Human Services and Community Partnership determine that, based on objective data, there is an adequate supply of vacant, lower-income dwelling units in standard condition available on a nondiscriminatory basis in the area.

111.19 REVISIONS TO THE AFFORDABLE HOUSING POLICY:

BLUEPRINT AFFORDABLE HOUSING POLICY

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The Director of PLACE will recommend amendments, revisions, modifications, or alterations to this policy to the IA Board as required to maintain its applicability to local, state, and federal regulations, laws, and ordinances.

In addition to the Blueprint Attorney, the City Attorney's Office and County Attorney's Office may be asked to review proposed revisions, as needed, to ensure compliance with applicable laws. Any revisions to the Blueprint Affordable Housing Policy will become effective upon approval by the Intergovernmental Agency Board of Directors.

111.20 EFFECTIVE DATE OF THE AFFORDABLE HOUSING POLICY:

This Affordable Housing Policy will become effective upon approval of the Intergovernmental Agency Board of a substantial amendment to the Second Amended and Restated Interlocal Agreement establishing an Affordable Housing project. The effective date of this policy will be [Month] [Date], 2020.

DRAFT

**Blueprint Intergovernmental Agency
Board of Directors
Agenda Item #13
December 12, 2019**

Title: Approval of Revisions to the Blueprint Real Estate Policy and Blueprint Relocation Policy and Procedures Manual

Category: General Business

Intergovernmental Management Committee: Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Autumn Calder, Director, Blueprint
Kirsten Mood, Assistant Blueprint Attorney

STATEMENT OF ISSUE:

In response to Blueprint Intergovernmental Agency Board of Directors (IA Board) direction at the September 5, 2019 IA Board meeting, this agenda item provides proposed revisions to the Blueprint Relocation Policy and Procedures Manual and Incentive Offer Program with comparison to state and federal regulations. The proposed revisions elevate assistance to displaced persons to be more consistent with the level of assistance required on state-funded projects.

FISCAL IMPACT:

This item has a fiscal impact. The proposed revision to the Blueprint Relocation Policy and Procedure Manual will result in significant cost increases for relocation on locally-funded projects. Initial estimates indicate that these revisions would double the cost of relocation on projects that impact occupants. Historically, relocation on Capital Cascades Trail Segment 3D and the associated FAMU Way parcels cost Blueprint \$311,946 in payments to owners eligible under hardship exceptions and tenants—most of which was paid to tenants—and \$839,963.65 for relocation consultant services, for a total of \$1,151,909.27. Assuming that relocation costs would have doubled, relocation on this project would have cost around \$2.3 million.

RECOMMENDED ACTION:

Option 1: Approve the revisions to the Blueprint Real Estate Policy and Relocation Policy and Procedure Manual.

SUPPLEMENTAL INFORMATION:

This agenda item reviews state statute, interlocal agreement, and agency procedures governing Blueprint's acquisition of property using local funds. This agenda item also addresses federal and state regulations governing acquisition of property using federal and state funds. Finally, in accordance with IA Board direction on September 5, 2019, this agenda item presents updates to the Blueprint Real Estate Policy and the Blueprint Relocation Policy and Procedures Manual for IA Board approval. These updates, as detailed in the analysis below, bring the Blueprint eminent domain and relocation procedures in line with state regulations, beyond what is legally required of acquisition of property using local funds.

Eminent domain is the right of a government to acquire private property for public projects after payment of full compensation to the owner. This right flows from the Fifth Amendment of the United States Constitution and applies to the states through the Due Process Clause of the Fourteenth Amendment. The Florida Constitution also provides a corresponding right in its article X, section 6. The Tenth Amendment of the United States Constitution reserves all rights not expressly granted to the federal government to the states and the people. Similarly, article VIII of the Florida Constitution reserves powers to Florida's counties and cities. Accordingly, the requirements of the U.S. and Florida Constitutions provide constraints for local government exercises of eminent domain.

The acquisition of property for and relocation of individuals displaced by federally-funded projects are governed by the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (Uniform Act). The Uniform Act provides protections and assistance for people affected by federally funded projects and helps ensure that the law is substantially the same throughout the country. The Federal Highway Administration (FHWA) Office of Real Estate Services develops and maintains regulations related to the Uniform Act. These regulations include state-specific tables governing relocation payments for federally-funded projects.

Working in concert with federal regulations and the U.S. and Florida Constitutions, Chapters 73, and 74, Florida Statutes, govern the exercise of eminent domain in Florida. Section 73.015, Florida Statutes, requires Florida governments to negotiate in good faith and make an initial appraisal-based offer to a property owner before an eminent domain lawsuit can be filed under Chapter 73 or 74, Florida Statutes. This good faith negotiation is made under what is referred to as "the threat of eminent domain." This process is used to acquire all real property interests necessary for the construction of public projects in the state of Florida.

The Florida Department of Transportation (FDOT) Right of Way Manual is compliant not only with state statute but also with the Uniform Act because many Florida Department of Transportation projects involve the use of federal funds. However, some portions of the FDOT Right of Way Manual are not based on state or federal law and may be waived by the FDOT Director, Office of Right of Way, with a written decision. See FDOT Right of Way Manual, [§1.13](#). For example, the Director, Office of Right of Way, may waive procedures in the FDOT Right of Way Manual governing review of appraisals that are not explicitly required by state or federal law.

Blueprint acquires property for the construction of road, park, water quality, and other public projects as an interlocal agency of the City of Tallahassee and Leon County Government. See § 163.01(7)(f), Fla. Stat. When Blueprint projects involve federal funding, Blueprint adheres to the Uniform Act. See Blueprint Real Estate Policy Section 107.17. Similarly, acquisitions conducted with state funding require adherence to the FDOT Right of Way Manual. When Blueprint projects are constructed with local funds, Blueprint complies with state law and follows its own policies where state law is silent. State law and the Blueprint Incentive Program govern acquisition and compensation to owners on locally-funded Blueprint projects. The Blueprint Relocation Policy and Procedures Manual governs the acquisition process and payments made to tenants displaced by locally-funded acquisitions for Blueprint projects. The following sections detail the Blueprint policies.

BLUEPRINT INCENTIVE OFFER PROGRAM

Florida Statutes and the Blueprint Incentive Offer Program govern compensation to owners of property acquired with local funds for Blueprint projects. When acquiring property through eminent domain, section 73.105, Florida Statutes, requires Blueprint to offer owners an initial amount based on an appraisal and to attempt to reach a settlement agreement before filing suit. A settlement agreement is an agreement made for the sale of property and compensation to its owner reached without having to file a lawsuit. Florida statute and federal law do not provide a formula for calculation of an initial offer beyond its basis in an appraisal.

[By publication in the Federal Register on March 20, 2002](#), the FHWA confirmed that states had power to pay greater benefits beyond Uniform Act minimums, [allowing for innovative incentive offer payments](#). [FHWA encouraged local jurisdictions](#) to take advantage of this flexibility to institute their own incentive offer pilot programs. Following a successful Florida pilot program, FDOT enshrined its incentive offer in the FDOT Right of Way Manual, § [7.3](#), available at <https://www.fdot.gov/rightofway/ProceduresManual.shtm>, which became effective January 18, 2007. The FDOT Incentive Offer Program is used with permission of the Director, Office of Right of Way, on a case-by-case basis. The FDOT Incentive Offer Program provides for an initial offer that includes an incentive payment based [on a formula](#) in the FDOT Right of Way Manual.

Blueprint first used the FDOT Incentive Offer Program at the direction of FDOT on the Capital Circle widening project, which was state-funded. To ensure consistency and fair treatment of property owners, [FDOT administers incentive offers consistently along an entire transportation](#)

corridor. Accordingly, all parcels along Capital Circle acquired to date have been and those remaining on the final phases of Capital Circle will be acquired with the use of incentive offers.

Having found success with the FDOT Incentive Offer Program along Capital Circle, Blueprint adopted its own Incentive Offer Program for locally-funded acquisitions modeled after the FDOT Right of Way Manual in 2007. On March 21, 2007, the Intergovernmental Management Committee (IMC) approved the Blueprint Incentive Offer Program. In practice, Blueprint has also paid attorney’s fees for owners as a percentage of the incentive offer treated as the statutory benefit. To date, the Blueprint Incentive Offer Program has been used on the Capital Cascades Trail and Magnolia Drive projects. Both projects were designed to use only local funds for acquisition. The Blueprint Incentive Offer Program requires that, on locally-funded projects, Blueprint’s initial offers to property owners include the sum of the appraised value of the property in question and an incentive amount calculated according to a formula selected from the schedule provided in Table 1-A below.

Table 1-A: Incentive Offer Program Schedule for Calculating Initial Offer to Property Owners

When Appraised Value is:		INCENTIVE IS
Over	But Under	
\$0	\$1,000	\$1,000
\$1,000	\$2,500	\$1,000 + 83% of amount over \$1,000
\$2,500	\$5,000	\$2,250 + 70% of amount over \$2,500
\$5,000	\$7,500	\$4,000 + 50% of amount over \$5,000
\$7,500	\$10,000	\$5,250 + 45% of amount over \$7,500
\$10,000	\$20,000	\$6,375 + 40% of amount over \$10,000
\$20,000	\$30,000	\$10,375 + 35% of amount over \$20,000
\$30,000	\$100,000	\$13,875 + 32.5% of amount over \$30,000
\$100,000	\$300,000	\$36,625 + 30% of amount over \$100,000
\$300,000	\$513,000	\$96,625 + 25% of amount over \$300,000
\$513,000		\$150,000 (Maximum Incentive)

Consider the example of the owner of a parcel with an appraised value of \$25,000. The initial offer must include \$25,000 and the incentive payment. The incentive payment is based on the calculation for property appraised over \$20,000 but under \$30,000. Accordingly, the incentive payment must be equal to \$10,375 plus 35% of the appraised value amount over \$20,000. The total initial offer for this owner is calculated in Table 1-B: Example Initial Offer.

Table 1-B: Example Initial Offer

Total Appraised Value	\$25,000
Incentive Offer Formula	Appraised value is between \$20,000 and \$30,000 Formula is \$10,375 + 35% of amount over \$20,000
Total Incentive Offer	\$12,125 = \$10,375 + 35%*(\$5,000) = \$10,375 + \$1,750
Total Initial Offer	\$37,125 = \$25,000 + \$12,125

BLUEPRINT RELOCATION POLICY AND PROCEDURES MANUAL

When local governments exercise their power of eminent domain with local funds, Florida law does not require the local government to compensate tenants who are displaced by a project. The law only requires compensation to the property owner. Accordingly, law does not require Blueprint to compensate tenants displaced by locally-funded acquisitions for a Blueprint project. The Blueprint Relocation Policy and Procedures Manual governs Blueprint compensation to residential and business tenants displaced by locally-funded Blueprint projects. Blueprint employs Relocation Consultants who also work on federal and state funded acquisitions to provide the highest level of service to citizens impacted by locally-funded Blueprint projects.

The Blueprint Relocation Policy and Procedures Manual identifies tenants who qualify for assistance, the amount of assistance, and the procedures used to process payments. Residential tenants can receive rent supplements and moving expenses under the policy. Business tenants can receive moving, location search cost, and business reestablishment expenses. Blueprint adjusts payments made under the Relocation Policy where hardship requires adjustment.

The IA Board adopted the Relocation Policy and Procedures Manual in June 2011 in preparation for the FAMU Way and Capital Cascades Trail Segment 3 acquisitions, the first locally-funded Blueprint project not subject to State or Federal regulations that would impact occupants.¹ Blueprint used the 2011 FDOT Right of Way Manual as its model. See [33 Fla. Admin. W. 724](#) (Feb. 16, 2007); FDOT Right of Way Manual §§ [9.1](#), [9.3](#), and [9.4](#), available at <https://www.fdot.gov/rightofway/ProceduresManual.shtm>.

RESIDENTIAL TENANT RELOCATION BENEFITS

Residential tenants displaced by locally-funded Blueprint projects can qualify for replacement housing payments. Replacement housing payments are available to residential tenants who have lawfully occupied a dwelling on the subject property for at least 90 days before notification of the acquisition. Replacement housing payments are equal to the difference between current monthly rent and utilities and rent and utilities of replacement housing. If the residential tenant has lived in his dwelling for a year or less, Blueprint pays the replacement housing payment for 21 months, not to exceed a total of \$2,625. If the tenant has lived in the dwelling for more than a year, the tenant is entitled to replacement housing payment for up to 42 months, not to exceed a total of \$5,250. The value of the replacement housing is usually based on a signed lease for housing that a Blueprint Relocation Consultant verifies as safe, sanitary, and suitable. For example, a residential tenant who has lived in her dwelling for 4 months finds replacement housing with rent and utilities \$100 more expensive per month. She is entitled to 21 months of replacement housing payments because she lived in her dwelling for less than a year. Accordingly, she could expect to receive a relocation benefit of \$2,100 under Blueprint policy.

1. Capital Cascades Trail Segment 1, Franklin Boulevard, did not impact any occupants. Capital Cascades Trail Segment 2, Cascades Park, did not involve the acquisition of any property; the City owned most of the right of way and the remainder was secured through TITF lease.

In addition to replacement housing payments, residential tenants are eligible for moving cost payments. Moving costs are paid according to a schedule based on the number of rooms (living, dining, etc.) in the tenant’s current dwelling. If the residential tenant does not own his furniture, he may receive \$450 for the first room and \$125 for each additional room. As an example, a residential tenant who does not own furniture and has 4 rooms in his dwelling can receive \$550 for the first rooms and an additional \$125 for each of the other 3 rooms, or \$425, for a total of \$925 in moving costs.

Residential tenants who own their own furniture are paid moving cost payments based on the total number of rooms. Table 2-A below lays out moving cost payments for residential tenants who own their own furniture. Table 2-A mirrors the [2011 Uniform Act](#).

Table 2-A: Fixed Residential Moving Cost Schedule (Occupant Owns Furniture)

Total Number of Rooms	1	2	3	4	5	6	7	8	Each Additional Room After 8 Rooms
Blueprint Payment	\$550	\$700	\$875	\$1,050	\$1,200	\$1,350	\$1,500	\$1,650	\$200

Consider a residential tenant who has lived in her 5-room dwelling for 3 years and owns her furniture. She has found replacement housing that costs \$100 more each month for rent and utilities. Blueprint’s Relocation Specialist has confirmed that her replacement housing is safe, sanitary, and decent. This tenant can receive a total of \$4,200 in replacement housing payment and \$1,200 in moving costs. Table 2-B below calculates her total relocation benefit:

Table 2-B: Example Blueprint Residential Tenant Relocation Benefit

Cost of replacement housing & utilities per month	\$750
Current rent and utilities per month	-\$650
Cost difference per month	\$100
Difference per month x 42 months (more than 1 year)	\$4,200
Moving expenses for 5 rooms	+\$1,200
Total Relocation Benefits	\$5,200

The Blueprint Relocation Policy and Procedures Manual also provides additional payments to tenants who demonstrate need on a case-by-case basis. When conducting acquisitions on the FAMU Way and Capital Cascades Trail projects, Blueprint provided additional support beyond the standard moving cost and replacement housing payments. In one circumstance, a tenant was unable to pay utility bills when impacted by the project. The tenant’s hardship resulted in a substantial past due amount that prevented a new utility connection at her new home. Given

the policy flexibility for hardship payments, Blueprint provided the tenant a lump sum to pay off the past due utility bills and connect utility service at the tenant's new dwelling. Blueprint has been able to provide additional assistance above and beyond replacement housing and moving cost payments given the flexibility in the policy. In another circumstance, Blueprint was able to provide additional financial support to an owner who moved a tenant struggling to find suitable replacement housing to the owner's new location.

As discussed above, the IA Board adopted the Relocation Policy and Procedures Manual at its June 2011 meeting. At the time, the Blueprint fixed residential moving cost schedule and maximum replacement housing payment were identical to the fixed residential moving cost schedule and maximum replacement housing payment in the FDOT Right of Way Manual. The FDOT Right of Way Manual also provided 21 months of relocation housing payment to tenants who had lived in their dwelling less than six months and 42 months of relocation housing payment to those who had lived in their dwelling for six months or more. FDOT updated its regulations and Right of Way Manual on July 21, 2015. See [41 Fla. Admin. Reg. 2115](#) (May 6, 2015).

BUSINESS TENANT RELOCATION BENEFITS

The Blueprint Relocation Policy and Procedures Manual also provides payments to business tenants. Business tenants may receive moving expenses, actual expenses up to \$2,500 for replacement location search, and any reestablishment expenses up to \$10,000. For business tenants, eligible moving expenses are the lower of two bids prepared by commercial movers. The business tenant may perform a self-move to receive the lower of the two bids. If the business tenant chooses a self-move, all costs and liability of the move reverts to the tenant. Business tenants may also receive reimbursement for actual expenses incurred in the search for a new location up to \$2,500. Search expenses may include food, hotel, and time away from business. Business tenants are also entitled to actual expenses incurred reestablishing the business at the new location up to \$10,000. The expenses include modification to the new building; increase in rent, utilities, and insurance for a two-year period; new signage and advertising; and any other expenses Blueprint considers essential to reestablish the business at the new location.

Consider the example of a business tenant who, after obtaining two bids from commercial movers, decides to move herself for the cost of the low bid, \$9,600. She spends \$1,200 on hotel stays and closes her business to search for a new location resulting in a \$1,000 revenue loss. She also incurred expenses necessary to reopen her business at the new location, including a \$4,000 rent increase over the lease term and build-out totaling \$4,200. After submitting documentation for her costs, she can receive a total of \$20,000 under the Blueprint policy. Table 2-D below details her relocation benefits and compares the Blueprint policy to the FDOT policy.

Table 2-D: Example Business Tenant Relocation Benefits

Description	Calculation	Example 2-D Payment	Blueprint Maximum	FDOT Maximum
Moving expenses based on lower of proposals from two commercial movers	\$9,600 < \$10,000 Bid 1 < Bid 2	\$9,600	Lower of two commercial mover proposals	Lower of two commercial mover proposals
Searching for a new location (hotel, time spent away from business)	\$1,200 + \$1,000 Hotel + Lost Revenue	\$2,200	Actual expenses not to exceed \$2,500	Actual expenses not to exceed \$2,500
Reestablishment expenses (rent differential + cost of new location modifications)	\$4,000 + \$4,200 Increased Rent + Build Out	\$8,200	Actual expenses not to exceed \$10,000	Actual expenses not to exceed \$25,000
Total Relocation Benefits	\$9,600 + \$2,200 + \$8,200	\$20,000	Move cost + \$12,500	Move cost + \$27,500

DIFFERENCES BETWEEN BLUEPRINT AND FDOT POLICIES

On September 5, 2019, the IA Board directed staff to bring back an updated Blueprint Relocation Policy and Procedures Manual to provide many of the same benefits as the current FDOT Right of Way Manual and the Uniform Act. See Attachment #2, Revised Blueprint Relocation Policy and Procedures Manual. Staff have also modified the Blueprint Real Estate Policy to reflect these changes. See Attachment #1, Revised Blueprint Real Estate Policy. Option 1 of this Agenda Item would approve those changes. This section walks through the updates that the revisions accomplish.

Updates A through D below account for updates that FDOT has made to its Right of Way Manual since 2011. Updates E, F, and G below would substantially alter the Blueprint policies to bring them in line with state and federal regulations not required of locally-funded acquisition. These updates have more fiscal impact. Although additional payments for hardship are already part of the Blueprint Relocation Policy and Procedures Manual, staff have included Update G, creating a section of the Policy regarding Replacement Housing of Last Resort making explicit that occupants are eligible to receive payments when comparable housing is not otherwise available within the occupant’s financial means.

A. Increase the Fixed Residential Moving Cost Schedule to Match FDOT

The Blueprint Relocation Policy and Procedures Manual would be updated so that residential tenants who do not own their furniture would be entitled to \$550 for the first room and \$150 for each additional room. Tenants who own their furniture would be entitled to the Proposed Blueprint Payment in Table 3-A below.

Table 3-A: Proposed Fixed Residential Moving Cost Schedule (Occupant Owns Furniture).

Total Number of Rooms	1	2	3	4	5	6	7	8	Each Additional Room After 8 Rooms
Current Blueprint Payment	\$550	\$700	\$875	\$1,050	\$1,200	\$1,350	\$1,500	\$1,650	\$200
FDOT Payment	\$750	\$900	\$1,075	\$1,250	\$1,400	\$1,550	\$1,600	\$1,850	\$300
Proposed Blueprint Payment	\$750	\$900	\$1,075	\$1,250	\$1,400	\$1,550	\$1,600	\$1,850	\$300

B. Increase the maximum relocation housing payments for residential tenants to match FDOT.

The Blueprint Relocation Policy and Procedures Manual has been updated so that residential occupants who have lived in their dwelling for 90 days receive would receive 42 months of replacement housing payments not to exceed \$7,200.

C. Increase the maximum business reestablishment expense for business tenants to match FDOT.

The Blueprint Relocation Policy and Procedures Manual has been updated so that business reestablishment expenses for business tenants would increase from a maximum of \$10,000 to a maximum of \$25,000.

D. Update the Incentive Offer Program to match FDOT Manual

Staff recommend adoption of the proposed Incentive Offer section of the Blueprint Real Estate Policy, because the Incentive Offer Program is not currently part of the Blueprint Real Estate Policy. The Incentive Offer section is modeled after [FDOT Right of Way Manual Section 7.3](#) in providing for consistent use of incentive offers along an entire corridor and only using incentive offers with the approval of the Director of PLACE. See Attachment #1, Revised Blueprint Real Estate Policy. This revision has no immediate fiscal impact and allows flexibility for acquisitions to be made without incentives on new projects where incentive offers may not be effective. Table 3-B includes the update below.

Table 3-B: Updated Incentive Offer Schedule

When Appraised Value is:		INCENTIVE IS
Over	But Under	
\$0	\$1,000	\$1,000
\$1,000	\$2,500	\$1,000 + 83.3% of amount over \$1,000
\$2,500	\$5,000	\$2,250 + 70% of amount over \$2,500
\$5,000	\$7,500	\$4,000 + 50% of amount over \$5,000
\$7,500	\$10,000	\$5,250 + 45% of amount over \$7,500
\$10,000	\$20,000	\$6,375 + 40% of amount over \$10,000
\$20,000	\$30,000	\$10,375 + 35% of amount over \$20,000
\$30,000	\$100,000	\$13,875 + 32.5% of amount over \$30,000
\$100,000	\$300,000	\$36,625 + 30% of amount over \$100,000
\$300,000	\$513,000	\$96,625 + 25% of amount over \$300,000
\$513,000		\$150,000 (Maximum Incentive)

E. Lower the length of occupancy required for residential tenants to qualify for 42 months of replacement housing payments to 90 days to match FDOT.

The Blueprint Relocation Policy and Procedures Manual has been updated so that residential tenants who have lived in their dwelling for at least 90 days would receive 42 months of replacement housing payments not to exceed \$7,200. In order to receive any relocation benefits, tenants who have lived in their dwelling for less than 90 days would be required to provide a verification of income and aver that they cannot occupy a replacement dwelling without receiving replacement housing payments under the Last Resort Housing provision described in Update G below.

F. Provide relocation benefits to owner-occupants to mirror FDOT.

The Blueprint Relocation Policy and Procedures Manual has been updated so that owner occupants are eligible to receive relocation benefits in addition to the just compensation and incentive offer they receive through the Blueprint Incentive Offer Program. FDOT provides relocation benefits to owner-occupants. When the IA Board adopted the Blueprint Relocation Policy and Procedures Manual in 2011, the IA Board engaged in meaningful discussion on the issue of whether to provide relocation benefits to owner-occupants. Ultimately, the IA Board decided that the incentive offer was sufficient to compensate owner-occupants. The original policy language that the IA Board removed from the proposed 2011 policy has been reincorporated into the document and updated to reflect changes to state regulations.

G. Explicitly Provide for Replacement Housing of Last Resort to mirror FDOT.

Although the existing Blueprint Relocation Policy and Procedures Manual includes possibility of additional payments to occupants in the case of hardship, the proposed revisions to the policy include a section providing for Replacement Housing of Last Resort to mirror the [FDOT Right of Way Manual Section 9.6](#) and the [Uniform Act regulations](#). This section makes clear that

Blueprint will make comparable housing available to a displaced person when housing cannot otherwise be provided within the person's financial means, on a case-by-case basis.

Option 1 of this Agenda Item would achieve all the policy changes A through G above.

Action by the TCC and CAC: This item was not presented to the TCC. The CAC received a presentation on this item at their December 5, 2019 meeting and the CAC voted to recommend that the IA Board approve Option #1. The CAC asked about the role of Relocation Consultants in assisting impacted persons. Staff noted that Relocation Consultants notify occupants of available benefits, work with occupants to help them apply, identify replacement housing, and navigate the process, especially when financial or other hardship is involved.

OPTIONS:

Option 1: Approve the revisions to the Blueprint Real Estate Policy and Relocation Policy and Procedure Manual.

Option 2: IA Board Direction.

RECOMMENDED ACTION:

Option 1: Approve the revisions to the Blueprint Real Estate Policy and Relocation Policy and Procedure Manual.

Attachments:

1. Revised Blueprint Real Estate Policy
2. Revised Blueprint Relocation Policy and Procedure Manual

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DATE
September 19, 2007
NO.
107
ORG. AGENCY
Blueprint Intergovernmental Agency
APPROVED

TITLE
BLUEPRINT REAL ESTATE POLICY

107.01	<p><u>STATEMENT OF POLICY</u></p> <p>The purpose of this administrative regulation is to establish a policy and procedures to govern the delegation of authority for any and all conveyances of any interest in real property involving Blueprint Intergovernmental Agency (Blueprint), including but not limited to, fee simple and less than fee simple acquisitions, sales and dispositions, property management activities, and leases to others of real property owned by Blueprint Intergovernmental Agency founded by the City of Tallahassee and Leon County Florida.</p>
107.02	<p><u>AUTHORITY</u></p> <p>The Blueprint Intergovernmental Agency, created pursuant to Chapter 163.01(7) of the Florida Statutes, has the authority to establish real estate and land banking policies and procedures.</p>
107.03	<p><u>OBJECTIVE</u></p> <p>The intent of this policy is to provide operating procedures and a set of rules to ensure proper accountability in any real estate transaction involving Blueprint and to ensure proper management of any real property owned or leased by Blueprint. Further, these policies and procedures shall be followed, along with all applicable laws and professional ethics, in order to insure fair and equitable treatment to Leon County, the City of Tallahassee, the general public, and all affected property owners. The policies and procedures contained herein shall govern all Blueprint real estate transactions.</p>
107.04	<p><u>SCOPE AND APPLICABILITY</u></p> <p>The policy outlined herein shall apply to the Blueprint Intergovernmental Agency and all employees referenced in the joint project management structure involved in any activities associated with the Blueprint Real Estate Policy.</p>

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107.05 DEFINITIONS

Appraisal: A professional, impartial estimate of the fair market value of real property.

Capital Improvement Projects: All projects, which have been approved by the Intergovernmental Agency in a Capital Improvement Plan Budget and have been included on a list of approved projects.

Closing: The time and place for the exchange of documents and tender of payment to finalize the bargain or contract for transfer of real property.

Condemnation/Eminent Domain: A government's right to acquire private property for public use with full compensation to the owner.

Dedication: The setting aside of land for a public use by its owner, together with acceptance of the land by or on behalf of the public, by the making, signing, acknowledging and recording of a map or plat of land in accordance with general law upon which areas appear as devoted to public use for such purposes including but not limited to streets and utility and drainage easements.

Designee: A duly authorized representative of a person holding a superior position.

Easement: A right to use land of another for a specific purpose and for a certain time frame.

Fee Title or Fee Simple Title: An estate in real property belonging to the owner and alienable or sellable by owner or transmissible to owner's heirs absolutely and simple. An absolute estate in perpetuity and the largest possible real property right an owner can have.

"IA": Means Intergovernmental Agency Board of Directors or Agency Board.

"IMC": Intergovernmental Management Committee has oversight of the Blueprint Intergovernmental Agency Program and is comprised of the Leon County Administrator and the City Manager of Tallahassee.

Land Banking: The acquisition and holding of property for both current and future purposes including but not limited to, transportation projects, greenways, trails and other environmentally sensitive lands.

Marketable Title: A legally defensible title which is free from material defects and acceptable to a reasonable purchaser, informed as to the facts and their legal meaning.

Option: A contract conveying a right to buy real estate at a specific price during a stipulated period of time.

Property: Land and all improvements thereon, if any.

Public Purpose: A purpose which has as its objective the promotion of the public health, safety, morals, general welfare, security, prosperity, and contentment of the residents of the

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City of Tallahassee and Leon county and not the welfare of an individual or specific class of persons.

Purchase and Sale Agreement: A binding contract for the purchase and sale of real property subject to the conditions contained in the agreement.

Quitclaim Deed: An instrument of conveyance intended to pass such title, interest or claim as the grantor may have in the property and which contains neither warranties nor covenants of title. (See Section 125.411, Florida Statutes).

Real Property: Any interest in land or the improvements thereon, including but not limited to, fee simple, leasehold and other rights of possession, temporary and perpetual easements, and grants of right of entry.

Right of Way Map: Any map or survey prepared by or on behalf of Blueprint that identifies the real property necessary to implement a Capital Improvement Project.

“Under the Threat of Condemnation”: A term used to indicate that a property shall be acquired, if necessary, using Blueprint’s authority to impose the laws of eminent domain (condemnation).

Value Determination: Estimate of market value as prepared by the real estate staff or an approved right of way consulting firm.

107.06

APPROVAL AUTHORITY:

A. Director of PLACE, or his/her Designee

1. The Director of PLACE, or his/her Designee, is authorized to approve the following real estate acquisitions provided the purchase price, exclusive of attorney fees and costs and business damages, if applicable, does not exceed \$750,000.00 or 20% above the appraised value, whichever is greater;
 - a. The acquisition of real estate for land banking purposes.
 - b. The payment of legal settlements for property acquired under the threat of condemnation purchased through either informal negotiations or mediation.
2. The Director of PLACE or his/her Designee Director is authorized to approve the sale or disposition of surplus property owned by Blueprint provided the sale price does not exceed \$100,000.00, exclusive of closing costs.
3. The Director of PLACE or his/her Designee is authorized to approve all deposits in circuit courts required by Order of Takings, final judgments of jury verdicts, or other court orders on property being acquired under threat of condemnation.

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4. The Director of PLACE or his/her Designee, with input from the Blueprint Attorney, is authorized to settle all reasonable attorney fees and costs incurred by property owners during the condemnation process, through negotiation, mediation or court award.
5. The Director of PLACE or his/her Designee is authorized to settle any claim for business damages made pursuant to Section 73.015(2), Florida Statutes (2003), as may be amended from time to time, provided the amount of the business damage claim, exclusive of attorneys' fees and costs, does not exceed \$250,000.00 or 20% above the amount of the estimate obtained in accordance with Section 107.08 C below.

B. Intergovernmental Management Committee

1. The Intergovernmental Management Committee (IMC) is authorized to approve all acquisition of real estate, and/or business damage claims, in which the purchase price exceeds the approval authority of the Director of PLACE, and is within the approved and budgeted Blueprint Capital Improvement Plan.
2. The IMC is authorized to approve the sale and disposition of surplus property owned by Blueprint provided the sale price does not exceed \$500,000.00, exclusive of closing costs.
3. The IMC is authorized to approve all leases of property owned by Blueprint where the annual lease does not exceed \$100,000.00.
4. All decisions of the IMC, pursuant to this Policy, shall be subject to the requirements of Florida Statute 286.011, Florida Government in the Sunshine Law.

C. Intergovernmental Agency Board of Directors

The Intergovernmental Agency Board of Directors (IA) shall approve all other real estate transactions. In addition, the Director of PLACE or the IMC may elect to request IA approval on any real estate purchase, sale or disposition.

107.07 RESPONSIBLE DEPARTMENTS:

- A. Unless specifically directed otherwise by the IMC, the Director of PLACE or his/her designee, shall implement and comply with these policies and procedures and shall be charged with the following responsibilities:

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1. Develop clear and uniform procedures for all real property transactions.
 2. Assure clear and uniform documentation of all real property transactions.
 3. Assure that all real property transactions are negotiated equitably, in good faith and in accordance with all applicable state and federal laws as well as in the best interest of the taxpayers of Leon County.
 4. Assure that, in those instances when negotiations for the acquisition of real property under the threat of condemnation are unsuccessful, all information necessary for the filing of an eminent domain lawsuit is provided to the Blueprint Attorney.
 5. Maintain an accurate inventory and provide effective management of all real property owned by Blueprint.
 6. Report to the Intergovernmental Agency ("IA") at regularly scheduled meetings all acquisition and/or sale of real property.
 7. Report monthly to the Intergovernmental Management Committee (IMC) all acquisitions and/or sale of real property.
- B. The Blueprint Attorney is responsible for acquisition through the use of Blueprint's eminent domain power in those instances when negotiations for the acquisition of real property under the threat of condemnation are unsuccessful.

107.08 APPRAISALS AND OTHER VALUE ESTIMATES:

- A. For all real property transactions, Blueprint shall prepare or obtain a value estimate or an appraisal report, which estimates the fair market value of the real property interest involved in the transaction in accordance with the following procedures:
1. For acquisitions, sales, or dispositions in which the estimated value of the real property does not exceed \$25,000.00, an in house value determination or an appraisal shall be prepared.
 2. For acquisitions, sales, or dispositions in which the estimated value of the real property does not exceed \$750,000.00, an independent state-certified appraiser shall be retained to prepare an appraisal report with an estimate of the fair market value of the real property.
 3. For acquisitions, sales, or dispositions in which the estimated value of the real property exceeds \$750,000.00, two independent state-certified appraisers may be

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retained to each prepare an appraisal report with an estimate of the fair market value of the real property.

4. All appraisal reports being obtained for property under the threat of condemnation shall be reviewed by an independent state certified appraiser. All other appraisals may be reviewed at the discretion of the Director of PLACE or his/her designee.
5. Nothing in this section is intended to preclude Blueprint from purchasing real property pursuant to sections 125.355 or 166.045, Florida Statutes, if it chooses to do so.

- B. The Director of PLACE or his/her designee shall determine the scope of the appraisal assignment and the form of the appraisal report to be prepared. However, when an appraisal report is being obtained for property under the threat of condemnation, the Blueprint Attorney may be consulted to determine the scope and form of the appraisal report.
- C. For any acquisition under the threat of condemnation in which an owner is entitled to compensation for damages to a business, pursuant to Section 73.015(2), Florida Statutes (2003), as may be amended from time to time, Blueprint shall obtain from a Certified Public Accountant, and/or other such consultants as recommended by the Blueprint Attorney, a report estimating the amount of such business damages, and the Blueprint Attorney, in consultation with the Director of PLACE or his/her Designee, shall determine the scope and form of the business damage report.

107.09 ACQUISITIONS FOR CAPITAL IMPROVEMENT PROJECTS:

Any real property that has been identified on a right of way map or designated property map as being necessary to implement Blueprint's Capital Improvement Plan shall be acquired "under the threat of condemnation" pursuant to the guidelines provided in Section 73.015, Florida Statutes, and pursuant to the following authority and procedures:

- A. The Director of PLACE, in consultation with the Blueprint Director, (shall have the authority and responsibility to approve and to execute all documents necessary to implement an approved and budgeted Capital Improvement Project. This authority and responsibility includes coordination with the Blueprint Attorney, or their designee, for the preparation of a condemnation resolution for approval by the Intergovernmental

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Agency Board stating the public purpose of the project and the necessity of acquiring the parcels identified in the resolution and upon the Board's approval of the resolution the identified parcels shall be acquired in one of the following manners:

1. The Director of PLACE, or his/her Designee, shall have the administrative authority to purchase fee simple title or easements, or negotiate settlements of any voluntary action which is required for the implementation of a Capital Improvement Project provided the funds for the project are available, budgeted and are within the Director of PLACE's limits of authority, pursuant to Section 107.06.
 2. Property not acquired through voluntary acquisition as described above, shall be acquired through the exercise of Blueprint's power of eminent domain pursuant to Chapter 73 or 74, Florida Statutes and the Blueprint Attorney or his/her designee shall file a petition with the appropriate court to obtain title to the condemned property. Settlement of property acquired through Orders of Taking shall be made pursuant to Section 107.06, of this policy.
- B. The Director of PLACE or his/her Designee, and/or the IMC, shall seek technical advice from staff or others, as needed, prior to making settlement and acquisition decisions affecting real property.

107.10 LAND BANK PROGRAM:

- A. Blueprint has established a land banking program to be used to acquire property for future Blueprint projects including the early acquisition of right of way along transportation corridors.
- B. All properties being considered for purchase under this program shall be presented to the Director of PLACE or his/her Designee, in a written report, which includes the following information:
 1. The location of the property
 2. Description
 3. Intended use
 4. Estimate of value

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- 5. Proposed purchase price
- C. Florida Statute 125.355 may be utilized by the Director of PLACE.
- D. The Director of PLACE or his/her Designee shall have the authority to negotiate a contract to option real estate for approved land banking purchases.
 - 1. The Director of PLACE or his/her Designee has the authority to approve land banking purchases up to the approved settlement limit. (See Section 107.06 A.)
 - 2. The Director of PLACE or his/her Designee, may seek such technical advice from staff or others as needed prior to making acquisition and settlement decisions affecting real property.
- E. The IMC has the authority to approve all settlements for land banking purchases up to their delegated authority as provided specifically in Section 107.06 B.
- F. All other requirements imposed by the Blueprint Intergovernmental Agency Real Estate Policy, including but not limited to, obtaining a value determination or appraisal, completing title work, etc., shall apply to purchases under the land-banking program.

107.11 ENVIRONMENTAL ASSESSMENTS:

An Environmental Assessment or equivalent (which may be contained in a Contamination Screening Evaluation Report as part of a PD&E Study) shall be secured on all property purchased by Blueprint. The Environmental Assessment shall be reviewed and approved by the Director of PLACE or his/her Designee prior to closing. The Director of PLACE may seek technical support from staff and others, as needed, to interpret and evaluate the results of the environmental assessment and, if deemed necessary, the Director of PLACE or his/her Designee may request additional assessment activities.

107.12 REAL PROPERTY OWNED BY BLUEPRINT: SALE OR DISPOSITION OF ANY REAL PROPERTY DECLARED SURPLUS PROPERTY.

- A. The Director of PLACE or his/her Designee with input from the Blueprint Attorney and/or Real Estate Manager, shall annually review all real estate owned by Blueprint and shall determine whether any parcels might be considered surplus property. A property shall not be considered surplus unless there is no potential future use of the property within the Blueprint Intergovernmental Agency Program. If such potential surplus property is identified, a written report will be submitted to the IMC

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recommending the property be declared surplus. The IMC has authority to declare property surplus and once declared surplus, may approve disposal of that property if the appraised value is \$500,000.00 or less. If the property value is in excess of \$500,000.00, the property shall be submitted to the Intergovernmental Agency for approval of disposition.

- B. The Director of PLACE or his/her Designee has the authority to sell or dispose of surplus property if the appraised value does not exceed \$100,000.00. (See Section 107.06 A.).
- C. All surplus real property shall be marketed for sale or disposal in accordance with Section 125.35, Florida Statutes, as may be amended from time to time, unless the sale or disposition is exempted pursuant to either Section 125.38 or Section 125.39, Florida Statutes, or unless the sale or disposition is part of an exchange of real property. In addition, the Director of PLACE or his/her Designee may utilize a Real Estate Broker and may improve the marketability and value of property by obtaining permitting, site plan approvals, or other property enhancements prior to the disposal of surplus real property.
- D. Contiguous property owners must receive written notification of Blueprint's intent to sell or dispose of the real property, and Blueprint must place adequate signage on the real property to notify the public that the property is available for purchase.
- E. Blueprint shall give the City and County first refusal to secure any property declared surplus.
- F. If bond proceeds were used for the acquisition or sale of any real estate and there is any conflict with the Bond Resolution, then the Bond Resolution shall control, to the extent of the conflict.

107.13 REAL PROPERTY OWNED BY BLUEPRINT: LEASE FROM BLUEPRINT OF REAL PROPERTY.

- A. If an individual or entity is interested in leasing any real property owned by Blueprint, such individual or entity shall express such interest in the form of a written request to Blueprint.

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- B. The written requests shall be reviewed by the Director of PLACE or his/her Designee to determine if the property is suitable for leasing.
- C. Upon determination that property is suitable for lease, the Director of PLACE or his/her Designee shall make a written recommendation on whether or not to negotiate a lease to the IMC if the annual lease is less than \$100,000.00. If the IMC approve the recommendation to pursue the lease of the Blueprint owned property, the Director of PLACE or his/her Designee, with input from the Real Estate Manager and/or the Blueprint Attorney will enter into negotiations to lease the real property.
- D. If the annual rent value is above \$100,000.00, the IMC will review and evaluate the lease request and present a joint recommendation to the Intergovernmental Agency Board for consideration as an agenda item.
- E. All lease documents shall be approved as to form and content by the Blueprint Attorney, with input from the City/County Attorney, as needed, prior to being submitted for final approval. All leasing activities shall be in accordance with Section 125.35, Florida Statutes.
- F. If bond proceeds were used to acquire any real estate and there is any conflict with the Bond Resolution, then the Bond Resolution shall control, to the extent of that conflict.

107.14

REQUIREMENTS FOR ALL FIRMS PROVIDING APPRAISAL, ACQUISITION AND RELOCATION SERVICES TO BLUEPRINT:

- A. All real estate appraisers and/or review appraisers shall be licensed in Florida as a State Certified General Real Estate Appraiser.
- B. All real estate appraisers and review appraisers shall be Pre-Approved by the Florida Department of Transportation.
- C. All acquisition and relocation firms shall be Pre-Approved by the Florida Department of Transportation to perform all acquisition and relocation functions.
- D. All Appraisal, Appraisal Review, Acquisition and Relocation services will be provided under the auspices of the Federal Uniform Relocation and Real Property Acquisition Policies Act of 1970, as amended (Uniform Act) as well as all applicable state and federal laws and regulations.

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107.15 ABSTRACT AND TITLE REQUIREMENTS:

An independent abstract and Title Certificate with title insurance shall be secured on all acquisitions for the Blueprint Intergovernmental Agency Program. However, any property acquired by virtue of an Order of Taking in a condemnation lawsuit shall not require title insurance.

107.16 REVIEWING AND MAINTAINING CLOSING DOCUMENTS:

- A. In addition to the Blueprint Attorney, the City/County Attorney or his/her designee may be asked to review all closing documents and title work prior to closing on all real property acquisitions by Blueprint. This review shall be documented in writing. The Blueprint Attorney may authorize licensed agents with contracted acquisition firms, or appropriate Blueprint Staff to close Blueprint purchases, provided a review of the closing documents and title work has been conducted by the appropriate Agency Attorney prior to closing on any real property acquisitions.
- B. Blueprint shall be responsible for recording and maintaining all closing documents.

107.17 USE OF FEDERAL FUNDING TO ACQUIRE OR LEASE REAL PROPERTY:

Blueprint shall comply with the requirements of the Federal Uniform Relocation and Real Property Acquisition Policies Act of 1970, as amended, if acquiring right of way for transportation projects or acquiring property on projects where federal funds are being utilized or where federal funding may be secured in the future.

107.18 INCENTIVE OFFER PROGRAM FOR LOCALLY FUNDED PROJECTS:

- A. Incentive offers subject to the schedule in section 107.18(H) below may only be used on projects approved by the Director of PLACE on a case-by-case basis. Approval will be granted upon certification that the use of incentive offers is expected to reduce project time and cost, the project has a scheduled production date, and condemnation will be pursued for those parcels which cannot be negotiated.
- B. To ensure consistency and equitable treatment of property owners, Blueprint will administer incentive offers consistently on an entire project. Where there are multiple right of way projects included within a single Project Development and Environment

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(PD&E) study, the study area will be considered the project for the purposes of this section. If incentive offers are used on the earliest right of way project, they must be used on all right of way projects on the corridor. Exceptions may be allowed at the discretion of the Director of PLACE where offers on a right of way project will be made one year or more after the construction associated with the right of way has been advertised to the public.

- C. Incentive amounts will be added to initial offers on all parcels on approved incentive projects, except for those parcels owned by governmental entities. Incentives will be an amount of money above established just and full compensation. No incentive will be added to offers to settle business damage claims.
- D. Parcels with uneconomic remnants will require separate offers. Incentives for both offers will be based on the value of the partial taking without consideration of the remnant.
- E. Parcels with tenant-owned improvements, requiring a separate offer, will be shared between the property owner and the tenant. The incentive will be divided based on the percentage shares of the value for the whole property attributable to the owner and to the tenant, respectively.
- F. When there are multiple takings from the same parent tract, incentives will be provided for each parcel based on the just and full compensation for each parcel.
- G. When the established just and full compensation changes before filing suit, the following may apply:
1. If there is a change in the determination of just and full compensation resulting from an alteration of the parcel which is of such extent that the parcel has become a different parcel from that on which the original offer was made, Blueprint will provide the property owner a new offer with a new incentive calculated based on the revised just and full compensation.
 2. If there is a change in the determination of just and full compensation, other than as in Section 107.18(G)(1) above, and the revised just and full compensation is more than the total previous offer, a new offer with a new incentive calculated based on the revised just and full compensation must be made.

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3. If there is a change in the determination of just and full compensation, other than as in Section 107.18(G)(1) above, and the revised just and full compensation is less than the total previous offer, no new will be made unless the previous offer has been formally withdrawn.

H. Incentive Offer Schedule

<u>When Appraised Value is:</u>		<u>INCENTIVE IS</u>
<u>Over</u>	<u>But Under</u>	
<u>\$0</u>	<u>\$1,000</u>	<u>\$1,000</u>
<u>\$1,000</u>	<u>\$2,500</u>	<u>\$1,000 + 83.3% of amount over \$1,000</u>
<u>\$2,500</u>	<u>\$5,000</u>	<u>\$2,250 + 70% of amount over \$2,500</u>
<u>\$5,000</u>	<u>\$7,500</u>	<u>\$4,000 + 50% of amount over \$5,000</u>
<u>\$7,500</u>	<u>\$10,000</u>	<u>\$5,250 + 45% of amount over \$7,500</u>
<u>\$10,000</u>	<u>\$20,000</u>	<u>\$6,375 + 40% of amount over \$10,000</u>
<u>\$20,000</u>	<u>\$30,000</u>	<u>\$10,375 + 35% of amount over \$20,000</u>
<u>\$30,000</u>	<u>\$100,000</u>	<u>\$13,875 + 32.5% of amount over \$30,000</u>
<u>\$100,000</u>	<u>\$300,000</u>	<u>\$36,625 + 30% of amount over \$100,000</u>
<u>\$300,000</u>	<u>\$513,000</u>	<u>\$96,625 + 25% of amount over \$300,000</u>
<u>\$513,000</u>		<u>\$150,000 (Maximum Incentive)</u>

I. Incentive offers do not replace the need for negotiation. Blueprint will consider all counteroffers. Negotiations conducted after Blueprint files suit may be based on just and full compensation without consideration of an incentive.

J. Incentive offers will have no effect on relocation assistance or payments.

107.198 RELOCATION POLICY FOR LOCALLY FUNDED PROJECTS:

It is the intent of this policy to ensure that Blueprint provides fair and consistent treatment for persons or businesses displaced by the acquisition of property utilizing local funds. Under this policy Blueprint shall provide advisory assistance and conduct the relocation program so that no person shall, on the basis of race, color, sex, gender identity, age, religion, national origin, disability or genetic information be excluded from participation in, be denied the eligible benefits of, or be otherwise subjected to discrimination or retaliation under any of Blueprint's funded programs or activities administered by Blueprint or its sub-recipients. The term "person" as defined in this policy refers to any individual (residential or business occupant), family, partnership, corporation, or association.

Relocation assistance activities implemented under this policy involve notices, advisory services, and if applicable, relocation assistance payments. Any benefits afforded by this

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policy are not intended to create any additional element of compensation if the property is condemned.

A. Residential

1. Homeowner (Owner Occupied Displacee)

Residential relocation payments for home-owners may include a replacement housing payment. Homeowners may also qualify for incidental closing costs and increased interest costs, if applicable, on the purchase of a replacement home. Residential homeowners may qualify for a moving cost assistance payment based on a Fixed Residential Moving Schedule.~~will only receive relocation notices and advisory services benefits as provided by Blueprint.~~

2. Tenant

A tenant is defined as a person who has the temporary use and occupancy of real property owned by another. Residential tenants will receive relocation notices and advisory services benefits and may, in addition, qualify for a replacement housing payment and residential moving costs based on a Fixed Residential Moving Schedule. Residential tenants who have been in occupancy at the displacement dwelling for more than 12 months may qualify for a replacement housing payment. Residential tenants who have been in occupancy at the displacement dwelling for 12 months or less may qualify for a reduced replacement housing payment.

3. Property owners and tenants affected by a Blueprint project will be interviewed to determine if they are eligible for relocation benefits. The interview will be conducted prior to determining their relocation eligibility, and all interviews will be conducted in person at the displaced person's residence or place of business. The purpose of the residential interview is to determine the relocation needs and preferences of each person to be displaced and explain the relocation assistance for which the person may be eligible, the related eligibility requirements, and the procedures for obtaining such assistance.

B. Non-Residential

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1. Owner or Tenant Occupied

~~Nonresidential owners (businesses and/or nonprofit organizations) will only receive relocation notices and advisory services benefits, as provided by Blueprint.~~

~~Tenant Occupied~~

Nonresidential owners or tenants (businesses and/or nonprofit organizations) will receive relocation notices and advisory services benefits and, in addition, may qualify for reestablishment expenses, moving costs and search expenses.

2. Business owners and tenants affected by a Blueprint project will be interviewed to determine if they are eligible for relocation benefits. The purpose of the non-residential interview is to determine the relocation needs and preferences of each person at the displaced person's place of business. Interviews with displaced business tenants will also include a discussion as to the business's replacement site requirements, current lease terms and other contractual obligations and the financial capacity of the business to accomplish the move. There will be a determination of the need for outside specialists that will be required to assist in planning the move, assistance in the actual move, and in the reinstallation of machinery and/or other personal property. At the conclusion of the interview, the relocation agent will be able to provide an estimate of the time required for the tenant occupied business to vacate the site.

C. Notices

All owners and tenants are provided with a **General Information Notice** which provides a description of Blueprint's relocation program. At or promptly following the initiation of negotiations Blueprint will notify all occupants in writing, either in person or by certified mail, of their eligibility for applicable relocation assistance and payments, if applicable. The **Notice of Eligibility** cites the specific relocation assistance available for the displaced person and identifies any offer of relocation assistance. No lawful occupant shall be required to move unless he or she has received at least 90 days advance written notice of the earliest date by which they may be required to move. The **90 Day Notice** shall either state a specific date as the

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earliest date, or state that the occupant will receive a further notice indicating, at least 30 days in advance, the specific date to vacate the property. The **30 Day Notice** will provide a specific date by which the displaced person must vacate and surrender possession of the subject property.

D. Advisory Services

Throughout the relocation program, Blueprint will provide ongoing **advisory services** to all affected owners and tenants including, but not limited to, assisting them in securing replacement properties and filing relocation claims for benefits, when applicable. All residential and business tenants will have **12 months** from the date of their move to file claims for the reimbursement of eligible payments.

E. Relocation Policy and Procedures Manual Implementing procedures have been developed and can be obtained by contacting the Blueprint Intergovernmental Agency Office at:

315 South Calhoun Street, Suite 450
Tallahassee, FL 32301
Telephone No.: (850) 219-1060

107.~~2019~~ REVISIONS TO THE REAL ESTATE POLICY:

The Director of PLACE shall recommend amendments, modifications or alterations to this policy to the Intergovernmental Agency as required to maintain its applicability to local, state and federal regulations, laws, and ordinances.

In addition to the Blueprint Attorney, the City/County Attorney's office may be asked to review proposed revisions, as needed, to ensure compliance with applicable laws. Any revisions to the Blueprint Real Estate Policy shall become effective upon approval by the Intergovernmental Agency Board of Directors.

107.~~210~~ EFFECTIVE DATE OF REAL ESTATE POLICY:

This Real Estate Policy shall become effective upon approval of the Intergovernmental Agency Board. The effective date of this policy shall be September 19, 2007.

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Revised: June 20, 2011
 February 21, 2017
 December 12, 2019

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BLUEPRINT



INTERGOVERNMENTAL AGENCY

RELOCATION POLICY AND PROCEDURES MANUAL

~~August 1, 2011~~ December 12, 2019

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INTRODUCTION

~~This Relocation Policy and Procedures Manual (PPM) is being implemented by the~~ Blueprint ~~2000~~ Intergovernmental Agency (Blueprint) [implemented this Relocation Policy and Procedures Manual \(Relocation Policy\)](#) to ensure that Blueprint projects provide consistent treatment for persons displaced by the acquisition of property, pursuant to Blueprint's Real Estate Policy Section 107.18 as approved by the Intergovernmental Agency [Board \(IA Board\)](#) on June 20, 2011, [and updated on December 12, 2019](#). Any benefits afforded by this policy are not intended to create any additional element of compensation if the property is condemned. The term "person" as defined in this [Policy](#) ~~PM~~ refers to any individual (residential or business occupant), partnership, corporation or association. Blueprint will provide advisory assistance and conduct the relocation program so that no person will, on the basis of race, color, sex, age, religion, national origin or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination or retaliation under any of Blueprint's funded programs or activities administered by Blueprint or its sub-recipients.

Relocation assistance activities implemented under these procedures involve relocation planning, information and notices, advisory services and relocation assistance payments. Residential home owners ~~and will receive only advisory services benefits.~~ ~~Residential~~ tenants will receive advisory services benefits and may qualify for a rental assistance payment and residential moving costs. Nonresidential owners (businesses and/or nonprofit organizations) ~~and will receive only advisory services benefits.~~ ~~Nonresidential~~ tenants (businesses and/or nonprofit organizations) will receive advisory services benefits and may qualify for reestablishment expenses, moving costs, and search expenses. The specific procedural requirements for Blueprint to provide the required assistance and payments are detailed further in this Relocation [Policy](#) ~~PM~~.

Property owners and tenants affected by Blueprint's projects will be interviewed to determine if they are eligible for relocation benefits and what benefits or assistance they are qualified to receive. It is the goal of this [Policy](#) ~~PM~~ to provide eligible displaced persons with either financial and/or advisory services in securing a suitable replacement property. This interview will be conducted prior to determining their relocation eligibility. Blueprint's representative should conduct this interview in person at the displaced

person's residence or place of business.

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SECTION I

RELOCATION ASSISTANCE

A. Eligibility for Relocation Payments

All persons that are displaced as a result of a Blueprint project may be eligible for relocation benefits and/or relocation assistance payments.

1) **Displaced Persons.** The term "displaced person" as defined in Blueprint's relocation program means, except as provided in Paragraph 2) below, the following:

a) Any person who moves from the real property as a direct result of a written notice of intent to acquire, the initiation of negotiations for, or the acquisition of, such real property in whole or in part for a project.

~~a)~~ b) Any person who moves personal property from non-acquired real property, as a direct result of a written notice of intent to acquire, or the acquisition of other real property on which the person conducts a business or farm operation. Eligibility under this subsection only applies for purposes of obtaining relocation assistance advisory services and moving expenses.

2) **Persons not displaced.** The following is a non-exclusive listing of persons who do not qualify as displaced persons under Blueprint's relocation program:

a) A person who moves before the initiation of negotiations, unless Blueprint determines that the person was displaced as a direct result of the program or project; or

b) A person who initially enters into occupancy of the property after the date of its acquisition for the project; or

c) A person who has occupied the property for the purpose of obtaining assistance under Blueprint's relocation program; or

- d) A person who is not required to relocate permanently as a direct result of Blueprint's project; or
- e) A person whom Blueprint determines is not displaced as a direct result of a partial acquisition; or
- f) A person who, after receiving a notice of relocation eligibility, is notified in writing that displacement from the project will not occur. The notice will not be issued unless the person has not moved and Blueprint agrees to reimburse the person for any expenses incurred to satisfy any binding contractual relocation obligations entered into after the effective date of the notice of relocation eligibility; or
- g) A person who is determined to be in unlawful occupancy prior to or after the initiation of negotiations, or a person who has been evicted for cause. However, advisory assistance may be provided to unlawful occupants at the option of Blueprint in order to facilitate the project; or
- h) A person who is not lawfully present in the United States and who has been determined to be ineligible for relocation benefits in accordance with Paragraph B below.

B. Denial of Relocation Assistance and Payments to Illegal Aliens

No relocation payments or relocation advisory assistance will be provided to a [person](#) ~~tenant~~ who has not provided the certification described in this paragraph or who has been determined to be not lawfully present in the United States, unless such [person](#) ~~tenant~~ can demonstrate to Blueprint satisfaction that the denial of relocation benefits will result in an exceptional and extremely unusual hardship to such person's spouse, parent, or child who is a citizen of the United States, or is an alien lawfully admitted for permanent residence in the United States (see Paragraph 5 below for qualifying hardship criteria).

- 1) **Definition.** An alien who is not "lawfully present" in the United States as defined in 8 CFR 103.12 and includes:

- a) An alien present in the United States who has not been admitted or paroled into the United States pursuant to the Immigration and Nationality Act and whose stay in the United States has not been authorized by the United States Attorney General, and
- b) An alien who is present in the United States after the expiration of the period of stay authorized by the United States Attorney General or who otherwise violates the terms and conditions of admission, parole or authorization to stay in the United States.

2) **Self-Certification**

Each person seeking relocation payments or relocation advisory assistance will, as a condition of eligibility, CERTIFY:

- a) In the case of an individual, that he or she is either a citizen or national of the United States, or an alien who is lawfully present in the United States.
- b) In the case of a family, that each family member is either a citizen or national of the United States, or an alien who is lawfully present in the United States. The head of the household on behalf of other family members may make the certification.
- c) In the case of an unincorporated business or nonprofit organization, that each owner is either a citizen or national of the United States or an alien who is lawfully present in the United States. The certification may be made by the principal owner, manager, or operating officer on behalf of other persons with an ownership interest.
- d) In the case of an incorporated business or nonprofit organization, that the corporation is authorized to conduct business within the United States.

3) **Certification Acceptance**

Blueprint will consider the certification provided to be valid, unless Blueprint determines that it is invalid based on a review of an alien's documentation or other

information that Blueprint considers reliable and appropriate. Any review by Blueprint of the certifications provided will be conducted in a nondiscriminatory fashion. Blueprint will apply the same standard of review to all such certifications it receives, except that such standard may be revised periodically.

4) **Verification Procedure Required If Certification Is Not Accepted**

If, based on a review of an alien's documentation or other credible evidence, Blueprint has reason to believe that a person's certification is invalid (for example a document reviewed does not on its face reasonably appear to be genuine), and that, as a result, such person may be an alien not lawfully present in the United States, it will obtain the following information before making a final determination.

- a) If Blueprint has reason to believe that the certification of a person who has certified that he or she is an alien lawfully present in the United States is invalid, Blueprint will obtain verification of the alien's status from the local office of the Department of Homeland Security, U.S. Citizenship and Immigration Services (USCIS). Any request for USCIS verification will include the alien's full name, date of birth and alien number, and a copy of the alien's documentation.
- b) If Blueprint has reason to believe the certification of a person who has certified that he or she is a citizen or national is invalid, they will request evidence of United States citizenship or nationality from such person and, if considered necessary, verify the accuracy of such evidence with the issuer.

5) **Exceptional and Extremely Unusual Hardship**

For purposes of this paragraph, "exceptional and extremely unusual hardship" to such spouse, parent, or child of the person not lawfully present in the United States means that the denial of eligible relocation payments and advisory assistance to such person will directly result in:

- a) A significant and demonstrable adverse impact on the health or safety of such spouse, parent, or child;

- b) A significant and demonstrable adverse impact on the continued existence of the family unit of which such spouse, parent, or child is a member; or
- c) Any other impact that Blueprint determines will have a significant and demonstrable adverse impact on such spouse, parent, or child.

C. Eviction for Cause

Eviction for cause must conform to applicable state and local law. Any person who occupies the real property and is not in unlawful occupancy on the date of the initiation of negotiations, is presumed to be entitled to relocation payments and other assistance set forth in this part unless Blueprint determines that:

- 1) The person received an eviction notice prior to the initiation of negotiations and, as a result of that notice is later evicted; or
- 2) The person is evicted after the initiation of negotiations for serious or repeated violation of material terms of the lease or occupancy agreement; and
- 3) In either case the eviction was not undertaken for the purpose of evading the obligation to make available required relocation assistance and payments.

D. Qualified Relocation Personnel

Blueprint will ensure the availability of sufficient qualified staff / consultants who will be assigned the primary responsibility of administering the relocation assistance program.

E. Advance Payments

If an eligible displaced person ~~tenant~~ demonstrates the need for an advance relocation payment in order to avoid or reduce a hardship, Blueprint may issue the payment, subject to safeguards as are appropriate to ensure the objective of the payment is

accomplished.

F. Deductions from Relocation Payments

- 1) Blueprint will deduct the amount of any advance relocation payment from the relocation payment to which a displaced person is otherwise entitled. Blueprint will not withhold any part of a relocation payment to a displaced person to satisfy an obligation to any other creditor.
- 2) In the event Blueprint has to legally evict a tenant, the displaced tenant will have their eligible relocation benefits reduced and/or eliminated by the amount of court costs and expenses incurred by Blueprint to secure and implement the eviction.

G. Claims for Relocation Payments

The displaced person ~~tenant~~ will make claims for relocation payments within 12 months following the later of the date of moving from, or the date of the final payment for the acquired property. Blueprint may extend this time period for good cause. Claims for relocation payments will be signed, dated, and supported by such documentation as may be reasonably required to support expenses incurred. The displaced person ~~tenant~~ must be provided reasonable assistance necessary to complete and file any required claim for payment.

SECTION II

RELOCATION ADVISORY ASSISTANCE

A. Replacement Property Listings to be Maintained

On a project wide basis, Blueprint will maintain current listings of comparable potential replacement dwellings available as described in Section V, ~~properties for lease or for sale~~ without regard to race, color, religion, ~~or~~ national origin, gender, or sexual orientation, drawn from various sources and suitable in price, size, and condition for the individuals and families to be displaced for the project. Listing information should be secured from Multiple Listing Services (MLS) of the local Realtor boards, newspaper and other published listings, and private listings. This information will be maintained current and ~~will be relied on to document the thoroughness of Blueprint's relocation assistance and advisory efforts. This housing supply information~~ will be relied on to identify possible replacement housing.

To assist displaced businesses or non-profit organizations, Blueprint will maintain available listings and contacts with commercial real estate brokers, commercial lenders, and government economic development agencies to assist displaced persons in locating suitable replacement sites.

B. Eligibility for Relocation Advisory Services

Relocation advisory services will be offered to all persons occupying property to be acquired, and may be offered to all persons occupying property immediately adjacent to the real property acquired if Blueprint determines that such person or persons are caused substantial economic injury because of the acquisition.

C. Minimum Advisory Services Requirements

Blueprint's relocation advisory services program will include, at a minimum, such measures, facilities, and services as may be necessary or appropriate to:

- 1) Determine the relocation needs and preferences of each person to be displaced and explain any relocation payments and other assistance for which the person may be eligible, the related eligibility requirements, and the procedures for obtaining such assistance.
- 2) Provide current and continuing information on the availability, and purchase and rental costs of replacement properties.
- 3) For residential displacement of a tenant, as soon as feasible, Blueprint will inform the person ~~tenant~~ in writing of the specific comparable replacement dwelling and the rent used for establishing the upper limit of the replacement housing payment. Where feasible, selected replacement housing will be inspected prior to being made available to assure that it meets comparability requirements and DS&S standards. If such an inspection is not made, the tenant to be displaced will be notified that a replacement housing payment may not be made unless the replacement dwelling to be rented is subsequently inspected and determined to be decent, safe, and sanitary.
- 4) As necessary, all tenants, especially the elderly and handicapped, will be offered transportation to inspect housing to which they are referred.
- 5) For non-residential displacement, provide current and continuing information on the availability, purchase and rental costs of suitable commercial properties and locations.
- 6) Minimize hardships to persons in adjusting to relocation by providing counseling and advice as to other sources of assistance that may be available, and such other help as may be appropriate.

D. Coordination with Other Agencies Offering Assistance to Displaced Persons

To conduct a successful relocation program, relocation staff should maintain personal contact and exchange information with other agencies providing services useful to

persons being relocated. Such agencies may include urban renewal agencies, redevelopment authorities, public housing authorities, the Department of Housing and Urban Development (HUD), Veterans Administration (VA), and Small Business Administration (SBA). Personal contacts should also be maintained with local sources of information on private replacement properties, including real estate brokers, real estate boards, property managers, apartment owners and operators, and home building contractors.

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SECTION III

RELOCATION NOTICES

A. Manner of Notices

Relocation notices will be personally served or sent by certified or registered first-class mail, return receipt requested and documented in Blueprint's files. Blueprint will provide notices with appropriate language translation and with adequate interpretative assistance to those displaced persons who may be unable to understand a written English language notice. Each notice will indicate the name and telephone number of the person who may be contacted for answers to questions or other needed help. Required notices are as follows:

B. General Information Notice

As soon as feasible, persons scheduled to be displaced will be given a general written description of Blueprint's relocation program. The general information notice will provide at least the following information:

- 1) Informs the person that he or she may be displaced from the project area, describes the type of relocation payments and/or benefits for which the person may be eligible, the basic conditions of eligibility, and the procedures for obtaining any payments, if applicable.
- 2) Informs the person that he or she will be given reasonable relocation advisory services, including referrals to replacement properties, help in filing qualified payment claims, if applicable, and other necessary assistance to help the person successfully relocate.
- 3) Informs the person that he or she will not be required to move without at least 90 days advance written notice, and informs any person to be displaced from a dwelling that he or she cannot be required to move permanently unless at least

[one comparable replacement dwelling has been made available.](#)

- 4) Informs the person that any person who is an alien not lawfully present in the United States is ineligible for relocation advisory services and relocation payments unless such ineligibility would result in an exceptional and extremely unusual hardship to a qualifying spouse, parent, or child.

C. Notice of Eligibility

At or promptly following the initiation of negotiations, Blueprint will notify all occupants in writing of their eligibility for applicable relocation assistance and/or payments. This notice will cite the specific relocation benefits for the displaced person, and will identify and offer relocation assistance to the displaced person.

~~All Tenant~~ occupants are entitled to relocation payments as of the initiation of negotiations, and a tenant occupant will be advised of relocation payment eligibility on or promptly after this date. At delivery of this notice, tenant occupants should be advised that they remain liable to their existing lease with the property owner until Blueprint acquires possession of the property.

~~1) Owner occupants are entitled to only relocation advisory assistance services. An explanation of these services will be provided to each owner occupant being displaced.~~

D. Statement of Eligibility

Each residential [occupant](#) ~~tenant~~ will be delivered a written Statement of Eligibility. The statement will include [the following](#):

- 1) The amount of the maximum payment eligibility, if applicable.
- 2) An identification of the comparable replacement rental upon which such amount is based.
- 3) A description of the procedures which the displaced person must follow in order

to obtain the full amount of the payment.

E. Ninety-Day Notice

No lawful occupant will be required to move unless he or she has received at least 90 days advance written notice of the earliest date by which they may be required to move. The 90-Day Notice will either state a specific date as this earliest date, or state that the occupant will receive a further notice indicating, at least 30 days in advance, the specific date to vacate the property. Typically for residential property it is recommended that the 90-Day Notice be provided with the notice of relocation eligibility.

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SECTION IV

PAYMENTS FOR MOVING AND RELATED EXPENSES

A. Eligibility

Any owner-occupant or tenant who qualifies as a displaced person and who moves from a dwelling (including a mobile home) or who moves from a business or non-profit organization is entitled to payment of his or her moving and related expenses, as Blueprint determines to be reasonable and necessary.

B. Ineligible Moving and Related Expenses

A displaced person ~~tenant~~ is not entitled to payment for:

- 1) Interest on a loan to cover moving expenses;
- 2) Loss of goodwill;
- 3) Loss of profits;
- 4) Loss of trained employees;
- 5) Any additional operating expenses of a business or farm operation incurred because of operating in a new location except as an eligible reestablishment expense;
- 6) Personal injury;
- 7) Any legal fee or other cost for preparing a claim for a relocation payment or for representing the claimant before Blueprint;
- 8) Expenses for searching for a replacement dwelling (residential displacee);

- 9) Physical changes to the real property at the replacement location of a business operation except as an eligible reestablishment expense;
- 10) Costs for storage of personal property on real property already owned or leased by the displaced person.
- 11) Refundable security and utility deposits.

C. Moving Claims and Payments

A displaced [person](#) ~~residential or business tenant~~ may claim moving expenses within 12 months following the date that they move from real property.

Blueprint will promptly pay claims that are determined to be acceptable and will provide the [displaced person](#) ~~residential or business tenant~~ technical assistance as needed to claim all eligible moving expenses. Blueprint will not pay a moving claim until all personal property is removed from the acquired property. Where a hardship may exist, a partial moving payment may be advanced to assist a displaced tenant to initiate a move.

D. Residential Moving Payments

- 1) Eligible Moving Expenses for Displaced Residential ~~Tenant~~ Occupants
 - a) Transportation of the displaced person and personal property as determined by the Fixed Residential Moving Cost Schedule as described below.
 - b) Storage of the personal property for a period not to exceed 12 months, unless Blueprint determines that a longer period is necessary.
 - c) Other moving-related expenses that are not listed as ineligible, as Blueprint determines to be reasonable and necessary on a case by case basis.

2) Moving Expense Payment Options

A displaced tenant's moving expenses for moving personal property from a dwelling will be determined based on a Fixed Residential Moving Cost Schedule.

E. Fixed Residential Moving Cost Schedule

Any person ~~tenant~~ displaced from a dwelling or a seasonal residence or a dormitory style room is entitled to receive a fixed moving cost payment. This payment schedule will be ~~was~~ determined in accordance with the Fixed Residential Moving Cost Schedule approved by the Federal Highway Administration. The payment to a person with minimal personal possessions who is in occupancy of a dormitory style room or a person whose residential move is performed at no cost to the person will be limited to the amount stated in the most recent edition of the Fixed Residential Moving Cost Schedule.

The current fixed moving cost schedule for tenant occupants that own their furniture is presented below:

Total Number of Rooms	Amount
1	\$550 750
2	\$700 900
3	\$875 1075
4	\$1,050 250
5	\$1,200 400
6	\$1,350 550
7	\$1,500 600
8	\$1,650 850
Each Additional Room (after 8 rooms)	\$200 300

Please note: Due to the variability from dwelling to dwelling of the quantity of items in any given room, it is the responsibility of Blueprint's Relocation Specialist to determine if a single room would actually qualify as two or more rooms due to the volume of personal property located within the space.

The current fixed moving cost schedule for tenant occupants that do not own their furniture is presented below:

Table VI-2: FIXED RESIDENTIAL MOVING COST SCHEDULE - OCCUPANT DOES NOT OWN FURNITURE	
Payment For	Amount
First Room	\$ 450 <u>550</u>
Each Additional Room	\$ 125 <u>150</u>

Commercial move – A displaced person ~~tenant~~ may utilize the services of a commercial mover, but their payment will be limited to the amount determined by the Fixed Residential Moving Cost Schedule. If, due to a hardship, illness or physical limitation, it is determined that a displaced tenant is unable to take responsibility for all or part of their move, Blueprint may negotiate directly with a commercial mover to secure their services on behalf of the displaced tenant. Any hardships or other considerations will be handled on a case by case basis.

F. Non-Residential Moving Payments ~~(Business Tenants)~~

1) Eligible Moving Expenses for Displaced Businesses es ~~Tenant Occupants~~ or Non-Profit Organizations (NPO) ~~Tenant Occupants~~

Eligible expenses for non-residential moves include the following:

- a) Transportation of the displaced person ~~tenant-occupant~~ and personal property. Transportation costs for a distance beyond 50 miles are not eligible, unless Blueprint determines that relocation beyond 50 miles is justified.
- b) Packing, crating, unpacking, and uncrating of the personal property.
- c) Disconnecting, dismantling, removing, reassembling, and reinstalling relocated appliances, business machinery, equipment, and other personal property. For businesses, this includes connection to utilities available within the building. It also includes modifications to the personal property,

including those mandated by Federal, State or local law, code or ordinance, necessary to adapt it to the replacement structure, the replacement site, or the utilities at the replacement site, and modifications necessary to adapt the utilities at the replacement site to the personal property.

- d) Storage of the personal property for a period not to exceed 12 months, unless Blueprint determines that a longer period is necessary.
- e) Insurance for the replacement value of the property in connection with the move and necessary storage.
- f) The replacement value of property lost, stolen, or damaged in the process of moving (not through the fault or negligence of the displaced tenant, his or her agent, or employee) where insurance covering such loss, theft, or damage is not reasonably available.
- g) Other moving-related expenses that are not listed as ineligible as Blueprint determines to be reasonable and necessary.
- h) Any license, permit, fees or certification required of the displaced person at the replacement location. However, the payment may be based on the remaining useful life of the existing license, permit, fees or certification.
- i) Professional services as Blueprint determines to be actual, reasonable and necessary for:
 - i. Planning the move of the personal property;
 - ii. Moving the personal property; and
 - iii. Installing the relocated personal property at the replacement location.
- j) Re-lettering signs and replacing stationery on hand at the time of displacement that are made obsolete as a result of the move.

2) **Moving Expense Payment Options**

Personal property as determined by an inventory from an eligible ~~tenant-occupied~~ business or non-profit organization may be moved by one or a combination of the following methods. Eligible expenses for moves from a tenant occupied business or nonprofit organization include those expenses described above in Paragraph E-1.

- a) **Commercial Move Option.** The eligible moving expense is based on the lower of two bids or estimates prepared by a commercial mover. At Blueprint's discretion, payment for a low cost or uncomplicated move may be based on a single bid or estimate. The general procedure to be used when using a commercial mover is as follows:
 - i. The relocation agent should inspect the displacement and replacement sites and generally determine the extent of personal property to be moved, loading and unloading requirements, and what disconnect/reconnect work will be required. This inspection should be done in company with the displacee or displacee's agent in order to coordinate the move with the business requirements of the displaced operation.
 - ii. Upon establishing the general eligible move requirements with the displaced person, the business owner or tenant will make an arrangement with qualified commercial moving companies to provide firm bids or estimates of the cost to move the personal property of the displaced business. Where possible, at least two firm bids or estimates should be obtained. If there is a significant amount of plumbing, electrical, carpentry, communications, computer, or other services involved in the disconnect and reconnection of personal property, it may be more cost effective to obtain these services through separate bids arranged independent of the commercial mover.
 - iii. Upon completion of the move, the displaced business tenant will certify in the claim submitted for payment that the items listed were

actually relocated. The amount claimed and paid by Blueprint must only reflect the "as moved" inventory.

b) **Self Move Option.** A self-move payment may be based on one or a combination of the following:

i. **Negotiated Self Move (Estimated Cost).** The displaced person ~~tenant~~ elects to take full responsibility for the move of the business or NPO. Blueprint may make a payment for the person ~~tenant~~'s moving expenses in an amount not to exceed the lower of two acceptable bids or estimates obtained by Blueprint. The moving costs are then claimed and paid as follows:

(1) Upon satisfactory completion of the move the displaced person ~~tenant~~ may claim payment for actual reasonable moving expenses not to exceed the lower of two acceptable firm bids or estimates. If not included in the bid amount secured, a displaced person ~~tenant~~ may claim other removal and reinstallation expenses as actual costs upon submitting actual cost invoices or other adequate evidence of actual cost. Blueprint may accept the actual costs that are determined reasonable expenses for the move.

(2) At Blueprint's discretion, a payment for a low cost or uncomplicated move may be based on a single bid or estimate obtained by Blueprint or prepared by qualified staff. For this type of move, additional documentation such as receipts of moving expenditures is not necessary as long as the payment is limited to the amount of the lowest acceptable bid or estimate.

(3) Upon completion of the move, the owner/operator of the displaced business ~~tenant~~ will certify in the claim submitted for payment that the items listed were actually relocated. The amount claimed and paid by Blueprint must only reflect

the "as moved" inventory.

ii. **Self Move, Actual Reasonable Cost.** If reliable bids or estimates cannot be obtained, or if circumstances (such as large fluctuations in inventory) prevent reasonable bidding in the opinion of Blueprint, the displaced business tenant may be paid for actual reasonable moving costs when the costs are supported by receipted bills or other evidence of actual expenses incurred. The allowable expenses of a self-move under this provision may include:

- (1) Amounts paid for truck and/or equipment hired.
- (2) If vehicles or equipment owned by a business being moved are used, a reasonable amount to cover gas and oil, the cost of insurance, and depreciation allocable to hours and/or days the equipment is used for the move.
- (3) Wages paid for the labor of persons who physically participate in the move. Labor costs will be computed on the basis of actual hours worked at the hourly rate paid, but the hourly rate will not exceed that paid by commercial movers or contractors in the locality for each profession or craft involved.
- (4) If the displaced business ~~tenant~~ proposes to use a working foreman or group leaders regularly employed by the business to supervise services in connection with the move, the amount of their wages covering time spent in actual supervision of the move may be included as a moving expense.
- (5) Upon completion of the move, the displaced business ~~tenant~~ will certify in the claim submitted for payment that the items listed were actually relocated. The amount claimed and paid by Blueprint must only reflect the "as moved" inventory.

G. Notification and Inspection

Blueprint will inform the displaced ~~person~~tenant, in writing, of payment eligibility requirements for a non-residential move at or promptly after the initiation of negotiations.

To be eligible for moving expense payments the displaced ~~person~~tenant must:

- 1) Provide Blueprint reasonable advance notice of the approximate date of the start of the move or disposition of the personal property and an inventory of the items to be moved. However, Blueprint may waive this notice requirement after documenting its file accordingly.
- 2) Permit Blueprint to make reasonable and timely inspections of the personal property at both the displacement and replacement sites, and to monitor the move.

H. Related Non-Residential Eligible Expenses

The following expenses, in addition to those provided above for moving personal property, will be provided ~~to non-residential tenants~~ if Blueprint determines that they are actual, reasonable and necessary:

- 1) Connection to available nearby utilities from the right-of-way to improvements at the replacement site.
- 2) Professional services performed prior to the lease of a replacement site to determine its suitability for the displaced tenant's business operation including but not limited to soil testing, feasibility and marketing studies (excluding any fees or commissions directly related to the lease of such site).
- 3) Impact fees or one-time assessments for anticipated heavy utility usage, as determined necessary by Blueprint.

I. Searching for a Replacement Location

An eligible displaced business ~~tenant~~ is entitled to reimbursement for actual expenses, not to exceed \$2,500, as Blueprint determines to be reasonable, which are incurred in searching for a replacement location, including:

- 1) Transportation;
- 2) Meals and lodging away from home;
- 3) Time spent searching, based on reasonable salary or earnings;
- 4) Fees paid to a real estate agent or broker to locate a replacement site
- 5) Time spent in obtaining permits and attending zoning hearings.

J. Reestablishment Expenses — Non-Residential Moves

In addition to the eligible moving expense payments, an eligible displaced ~~tenant of a~~ small business or nonprofit organization is entitled to receive a payment, not to exceed \$~~25~~10,000, for expenses actually incurred in relocating and reestablishing such small business or nonprofit organization at a replacement site.

- 1) **Eligible expenses.** Reestablishment expenses must be reasonable and necessary, as determined by Blueprint. They include, but are not limited to, the following:
 - a) Repairs or improvements to the replacement real property as required by Federal, State or local law, code or ordinance.
 - b) Modifications to the replacement property to accommodate the business operation or make replacement structures suitable for conducting the business.
 - c) Construction and installation costs for exterior signage to advertise the

business.

- d) Redecoration or replacement of soiled or worn surfaces at the replacement site, such as paint, paneling, or carpeting.
- e) Advertisement of replacement location,
- f) Estimated increased costs of operation during the first 2 years at the replacement site for such items as:
 - i. Lease or rental charges,
 - ii. Insurance premiums, and
 - iii. Utility charges, excluding impact fees.
- g) Other items that Blueprint considers essential to the reestablishment of the business.

2) **Ineligible expenses.** The following is a nonexclusive listing of reestablishment expenditures of a displaced tenant not considered to be reasonable, necessary, or otherwise eligible:

- a) Purchase of capital assets, such as, office furniture, filing cabinets, machinery, or trade fixtures.
- b) Purchase of manufacturing materials, production supplies, product inventory, or other items used in the normal course of the business operation.
- c) Interest on money borrowed to make the move.
- d) Payment to a part-time business in the home that does not contribute materially to the household income. ~~(see definition in Section I-F).~~

SECTION V

REPLACEMENT HOUSING PAYMENTS

A. Blueprint's Obligation

No person ~~residential tenant~~ to be displaced will be required to move from his or her dwelling unless at least one comparable replacement dwelling, (defined in Paragraph B below), has been made available to the person. A comparable replacement dwelling will be considered to have been made available to a person, if:

- 1) The person is informed of its location; and
- 2) The person has sufficient time to enter into a lease for the property; and
- 3) Subject to reasonable safeguards, the person is assured of receiving the relocation assistance payment to which the person is entitled in sufficient time to complete the lease of the property.

B. Comparable Replacement Dwelling

The term comparable replacement dwelling means a dwelling that is:

- 1) Decent, safe and sanitary as described in Paragraph C of this Section;
- 2) Functionally equivalent to the displacement dwelling. The term functionally equivalent means that it performs the same function, and provides the same utility. Generally, functional equivalency is an objective standard, reflecting the range of purposes for which the various physical features of a dwelling may be used. However, in determining whether a replacement dwelling is functionally equivalent to the displacement dwelling, Blueprint may consider reasonable trade-offs for specific features when the replacement unit is equal to or better than the displacement dwelling;

- 3) Comparable in size to the displacement dwelling;
 - a) In an area not subject to unreasonable adverse environmental conditions;
 - b) In a location generally not less desirable than the location of the displaced person's dwelling with respect to public utilities and commercial and public facilities, and reasonably accessible to the person's place of employment;
- 4) On a site that is typical in size for residential development with normal site improvements, including customary landscaping. The site need not include special improvements such as outbuildings, swimming pools, or greenhouses.
- 5) Available to the displaced tenant on the private market.
- 6) For a tenant receiving government housing assistance before displacement, a dwelling that may reflect similar government housing assistance.

C. Decent, Safe, and Sanitary Housing Inspection

The term decent, safe, and sanitary (DS&S) means a dwelling that meets applicable building codes. However, any of the following standards that are not met by an applicable code will apply unless waived for good cause by Blueprint.

- 1) Be structurally sound, weather tight, and in good repair.
- 2) Contain a safe electrical wiring system adequate for lighting and other devices.
- 3) Contain a heating system capable of sustaining a healthful temperature (of approximately 22 degrees C or 70 degrees F) for a displaced person.
- 4) There will be a separate, well-lighted and ventilated bathroom that provides privacy to the user and contains a sink, bathtub or shower stall, and toilet, all in good working order and properly connected to appropriate sources of water and to a sewage drainage system. In case of a housekeeping dwelling, there will be

a kitchen area that contains a fully usable sink, properly connected to potable hot and cold water and to a sewage drainage system, and adequate space and utility service connections for a stove and refrigerator.

- 5) Contains unobstructed egress to safe, open space at ground level.
- 6) For a displaced person ~~tenant~~ who is handicapped, be free of any barriers which would preclude reasonable ingress, egress, or use of the dwelling. ~~and currently occupies an ADA compliant unit, Blueprint will make every effort to provide a comparable that meets the same ADA standards~~

D. 90-Day Owner-Occupant

1) Payment Eligibility

A displaced owner-occupant is eligible for a replacement housing payment if the displaced owner-occupant:

- a) Has actually owned and occupied the displacement dwelling for not less than 90 days immediately prior to the initiation of negotiations, or the issuance of a written notice of intent to acquire the property; and
- b) Purchases and occupies a decent, safe, and sanitary replacement dwelling within one year after the later of the following dates (except that Blueprint may extend the one year period for good cause):
 - i. The date the displaced person receives final payment for the displacement dwelling; or
 - ii. In the case of condemnation, the date the full amount of the estimate of just compensation is deposited in court (filing date); or
 - iii. The date Blueprint has made available to the displaced person at least one comparable replacement dwelling.

2) Replacement Housing Payment

The Replacement housing payment for an eligible 90-day owner-occupant is limited to that eligible amount as calculated by Blueprint to assist the owner in relocating to comparable replacement dwelling within one year from the date the displaced owner-occupant is paid for the displacement dwelling, or the date a comparable replacement dwelling is made available to such person, whichever is later. The total replacement housing payment may not exceed \$31,000, and will be the sum of:

- a) A **price differential** payment, if the eligible cost of the replacement dwelling exceeds the acquisition cost of the displacement dwelling; and
- b) A mortgage interest differential payment for the increased interest costs and other debt service costs which are incurred in connection with the purchase of the replacement dwelling; and
- c) Payment for reasonable incidental expenses associated with the purchase of the replacement dwelling.

Example:

<u>Acquisition price of property acquired by Blueprint</u>	<u>\$100,000</u>
<u>Cost of comparable replacement chosen by Blueprint</u>	<u>\$110,000</u>

Payment:

<u>Price differential</u>	<u>\$10,000</u>
<u>Mortgage interest differential payment</u>	<u>\$ -0-</u>
<u>Incidental expenses / purchase of replacement property</u>	<u>\$1,000</u>
<u>Total replacement housing payment</u>	<u>\$ 11,000</u>

The maximum limit of \$31,000 for the replacement housing payment may be exceeded at Blueprint's discretion on a case by case basis, if a higher price differential payment is determined necessary due to the lack of availability of adequate comparable replacement housing units.

3) Price Differential Payment

The price differential payment is the amount, if any, which is added to the acquisition cost of the displacement dwelling to provide a total amount equal to the reasonable cost of a comparable replacement dwelling, or the purchase price of a decent, safe, and sanitary dwelling actually purchased and occupied by the displaced person, whichever is less.

a) **Comparable replacement dwellings.** Comparable replacement properties shall be selected from current listings of properties available for sale and the payment will be computed on the basis of the dwelling most nearly representative of, and equal to, or better than, the displacement dwelling. Listed properties sold under a pending sales contract may not be used in determining the price differential. All sources of listing information available should be pursued including Multiple Listing Services (MLS), local broker exclusive listings, and owner listings. An obviously overpriced listed dwelling should be ignored. To the extent feasible, comparable replacement dwellings shall be selected from the neighborhood in which the displacement dwelling was located or, if that is not possible at reasonable cost, in nearby comparable neighborhoods.

b) **Selected comparable replacement dwelling.** Of the comparable listings searched, the property judged the most comparable shall be used as the "Selected" comparable to calculate the replacement housing payment eligibility for the displaced person.

4) Special Situations Affecting Computation of Price Differential Payment Eligibility

Various situations arise that will affect the calculated and actual amount of the price differential payment that a displaced person is eligible to receive. These situations generally result in a carve-out procedure or an adjustment as described for the following occurrences.

a) **Administrative Settlement.** An administrative settlement is any settlement made by Blueprint for acquisition of real property that exceeds

an approved amount offered as just compensation. By normal calculation of the price differential, the replacement housing payment eligibility is reduced by the amount of the increase in the acquisition cost incurred by the administrative settlement.

b) **Condemnation Award.** An advance replacement housing payment may be computed and paid to a property owner when the final settlement amount will be delayed pending the outcome of condemnation proceedings. Payment of such amount may only be made upon the owner-occupant's agreement that upon final determination of the condemnation proceedings, the replacement housing payment will be recomputed using the acquisition price determined by the court and the displaced person will refund to Blueprint the amount of any excess payment.

c) **Carveouts.** Carveouts must be made when the acquired property has certain attributes, as discussed below, which are not available at reasonable cost on otherwise comparable available dwellings, or the acquired dwelling is part of a mixed use property.

i. **Site Attributes and Improvements.** If the selected comparable replacement property does not contain a site improvement found on the displacement property, the contributory value of the improvement, such as a garage, out-building, swimming pool, etc., shall be deducted (carved-out) from the cost of the acquired dwelling in calculating the replacement housing price differential eligibility. A carve out is not necessary unless the particular site improvement represents a significant value as indicated in the appraisal of the acquired property. The appraisal of the acquired property should not arbitrarily assign a contributory value for site improvements that are highly depreciated and/or which the market considers only of nominal value.

ii. **Tracts Larger Than Typical Residential Size.** When the acquired tract is significantly larger than the typical residential tract available as comparable replacement properties, Blueprint shall carve out the

value of the dwelling and typical homesite for the area from the total acquisition price and use this value as the acquisition cost to calculate the price differential eligibility. However, should comparable property be available at reasonable cost with the larger lot feature a carve out is not necessary.

- d) **Partial Acquisition.** When the acquisition of a portion of a typical residential property causes the displacement of the owner from the dwelling and the remainder is a buildable residential lot, Blueprint may offer to purchase the entire property. If the owner refuses to sell the remainder to Blueprint, the market value of the remainder may be added to the acquisition cost of the displacement dwelling for purposes of computing the replacement housing payment.
- e) **Owner-Occupant of Multi-Family Dwelling.** When a comparable multi-family property is not available at a reasonable cost, then the portion of the acquisition cost that constitutes the owner's occupied unit is used to calculate the price differential eligibility. In cases where the displaced household is occupying more than one unit of a multi-family unit, single family replacement housing may be offered as the available replacement dwelling, however it is not necessary to replace or carve-out duplicated residential property components that may occur on the acquired occupied property, such as additional kitchens, heating systems, etc.
- f) **Occupant with a Partial Ownership.** When a single family dwelling is owned by two or more persons and occupied by one or more of the owners, the replacement housing payment will be the lesser of:
- i. The difference between the owner-occupant's share of the acquisition cost of the displacement dwelling and the actual cost of the replacement dwelling, or
 - ii. The difference between the total acquisition cost of the displacement dwelling and the amount determined by Blueprint as

necessary to purchase a comparable dwelling.

g) **Owner Retention.** If the owner retains ownership of his or her dwelling, moves it from the displacement site, and reoccupies it on a replacement site, the purchase price of the replacement dwelling shall be the sum of:

i. The cost of moving and restoring the dwelling to a condition comparable to that prior to the move;

ii. The cost of making the unit a decent, safe, and sanitary replacement dwelling; and

iii. The current market value for residential use of the replacement dwelling site, unless the claimant rented the displacement site and there is a reasonable opportunity for the claimant to rent a suitable replacement site; and

iv. The retention value of the dwelling, if such retention value is reflected in the "acquisition cost" used when computing the replacement housing payment.

v. The payment when computed based on the cost of relocating the retained dwelling, may not exceed the displaced person's calculated eligibility for the purchase of the selected comparable dwelling.

5) **Rental Assistance Payment for 90-Day Homeowner**

A 90-day owner-occupant, who could be eligible for a replacement housing payment but elects to rent a replacement dwelling, is eligible for a rental assistance payment. The amount of the rental assistance payment is based on a determination of market rent for the acquired dwelling compared to a comparable rental dwelling available on the market. The difference, if any, is then computed and disbursed in accordance with Section VII-E below, Replacement Housing Payment for 90-day Occupants, at paragraphs 2) and 3) except that the limit of \$7,200 does not apply. Under no circumstance would the rental assistance payment exceed the amount that could have been received under this Section as

an eligible displaced 90-day homeowner had the 90-day homeowner elected to purchase and occupy a comparable replacement dwelling.

6) Increased Mortgage Interest Payment (IMIP)

An IMIP is provided to a displaced person to compensate for the increased interest costs the person would otherwise incur when financing a replacement dwelling. The IMIP is an amount that will reduce or "buydown" the displaced person's mortgage balance on a new mortgage to an amount that could be amortized with the same monthly payment for principal and interest cost. To compute the IMIP, the remaining principal balance, interest rate, and monthly principal and interest payments for the pre-displacement mortgage as well as an available replacement mortgage must be obtained and documented. The interest rate on the acquired dwelling shall be based on a bona fide recorded mortgage or other recorded documentation. In addition, the IMIP payment shall include other debt service costs normal to the area of the replacement dwelling, if not paid as an incidental cost, and shall be based only on bona fide mortgages that were valid liens on the displacement dwelling for at least 180 days prior to the initiation of negotiations.

a) **IMIP Eligibility Calculation.** The IMIP is the amount required to compensate for any additional interest cost necessary to purchase a replacement dwelling, not to exceed the cost of a conventional mortgage available at the prevailing fixed interest rate currently charged by mortgage lending institutions in the area in which the replacement dwelling is located. For acquired properties subject to a fixed rate mortgage, the pre-displacement interest rate is compared to the prevailing fixed interest rate. For acquired properties subject to an adjustable rate mortgage (ARM), the computation of the IMIP eligibility is based on the lesser of the interest rate variance between the pre-displacement rate as of the date of acquisition versus the current fixed rate, or the variance between the maximum interest rate or "Cap rates" of the pre-displacement and replacement ARM's with equivalent rate index and adjustment specifications. Under conditions of falling interest rates it would be expected that the rate differential before and after displacement is zero or less and a IMIP eligibility would not exist.

Under conditions of rising interest rates it is likely a Mortgage Interest Differential (MID) eligibility is necessary given the increased interest cost of an available replacement mortgage.

b) **IMIP Payment Calculation.** Actual payment of the eligible IMIP to a displaced person is contingent upon a mortgage being placed on the replacement dwelling. The IMIP eligibility is based on the unpaid mortgage balance and remaining term of the mortgage(s) on the displacement dwelling, or the term of the new mortgage, whichever is shorter. In the event the person obtains a smaller mortgage than the reduced mortgage balance, the computed payment eligibility is prorated and reduced accordingly. In the case of a home equity loan, the unpaid balance used to calculate the payment is the balance which existed 180 days prior to the initiation of negotiations, or the balance on the date of acquisition, whichever is less.

c) **Reimbursable Loan Points.** In addition to the computed buy down amount, the IMIP payment includes purchaser's points and loan origination or assumption fees to the extent:

- i. The points are not being paid as incidental expenses;
- ii. They do not exceed rates normal to similar real estate transactions in the area;
- iii. Blueprint determines them to be necessary; and
- iv. The computation of such points and fees is based on the loan balance of displacement dwelling, less the buy down amount.

d) **Lump Sum Payment of Additional Points, if cost effective.** Replacement mortgage offerings typically include different interest rates and points. Of the available mortgages, the available mortgage with the lowest Annual Percentage Rate (APR) will typically prove to be the most cost effective. Blueprint should base its IMIP eligibility on the most cost effective loan available. If a replacement mortgage equal to the pre-displacement mortgage (interest rate and terms) is available with additional

points, Blueprint may compute the MID eligibility based on the higher prevailing rate at lesser points, or at the equal rate with additional points. The outstanding mortgage balance and remaining amortization term on the acquired home will determine if the payment of additional points for a lower rate is the most cost effective. The less costly payment eligibility would be the MID payment eligibility offered.

e) **Additional Pre Displacement Mortgage Liens.** When a displaced person has second or lesser priority mortgage liens an overall IMIP eligibility is computed based on the available conventional mortgage financing of the total outstanding loan balance on the acquired property. Normally it would be expected that a single first lien mortgage would be secured to purchase a replacement property and a IMIP would be made to the extent which this mortgage interest exceeded the interest rates on the mortgage loan balances of the acquired property, not to exceed the prevailing fixed interest rate cost. Where second mortgage financing is required for a displaced person to secure a replacement dwelling the IMIP calculation and actual payment shall be based on a comparison of the second mortgage rates.

7) **Incidental Expenses**

The incidental expenses to be paid are those necessary and reasonable costs actually incurred by the displaced person incident to the purchase of a replacement dwelling. Such costs, customarily paid by the buyer, may include the following:

- a) Legal, closing, and related costs, including those for title search, preparing conveyance instruments, notary fees, preparing surveys and plats, and recording fees. (For plats, the only necessary information is the legal description of the property, perimeter boundaries, and metes and bounds descriptions.) Costs are not to exceed those of a normal comparable replacement dwelling.
- b) Lender, FHA, or VA application and appraisal fees. Loan origination or assumption fees that do not represent prepaid interest up to the amount of

the mortgage on the displacement dwelling.

- c) Certification of structural soundness and termite inspection when required.
- d) Credit report.
- e) Owner's and mortgagee's evidence of title, e.g., title insurance, not to exceed the costs for a comparable replacement dwelling.
- f) Escrow agent's fee.
- g) State revenue or documentary stamps, sales or transfer taxes (not to exceed the costs for a comparable replacement dwelling).
- h) Such other costs as Blueprint determines to be incidental to the purchase.

D.E. 90-Day ~~AY~~ Occupants, Owner or Tenant **TENANT OCCUPANT**

1) **Payment Eligibility**

A tenant or owner-occupant displaced from a dwelling may be entitled to a payment for rental assistance or downpayment assistance, if such displaced person ~~tenant~~ has actually and lawfully occupied the displacement dwelling for at least 90 days immediately prior to the initiation of negotiations; and has rented, or purchased, and occupied a decent, safe, and sanitary replacement dwelling within one year (unless Blueprint extends this period for good cause) after: ~~of moving from the displacement site.~~

- a) For a tenant, the date the displaced person moves from the displacement dwelling, or
- b) For an owner-occupant, the later of
- c) The date the displaced person receives final payment for the displacement dwelling, or in the case of condemnation, date the full amount of the estimate of just compensation is deposited with the court; or
- a)d) The date the displaced person moves from the displacement dwelling.

2) **Rental Assistance Payment**

a) Amount of Payment – Eligible **90-Day** Tenant in Occupancy of the Displacement Dwelling ~~for 12 Months or less~~

An eligible displaced tenant who rents a replacement dwelling is entitled to a payment not to exceed ~~\$2,625~~\$2,200 for rental assistance. Such payment will be ~~42~~42.1 times the amount obtained by subtracting the base monthly rental for the displacement dwelling from the monthly rent and estimated average monthly cost of utilities for a comparable replacement dwelling.

Example:

Tenant's current rent and utilities	\$500
Cost of comparable rent / utilities chosen by Blueprint	<u>\$550</u>
Difference	\$50
	<u>x 42.1 months</u>
Rental assistance payment	<u>\$2,100</u> 1,050

~~a) **Amount of Payment – Eligible Tenant in Occupancy of the Displacement Dwelling More than 12 Months**~~

~~An eligible displaced tenant who rents a replacement dwelling is entitled to a payment not to exceed \$5,250 for rental assistance. Such payment will be 42 times the amount obtained by subtracting the base monthly rental for the displacement dwelling from the monthly rent and estimated average monthly cost of utilities for a comparable replacement dwelling.~~

~~**Example:**~~

Tenant's current rent and utilities	\$ 500
Cost of comparable rent / utilities chosen by Blueprint	<u>\$ 550</u>
Difference	\$ 50
x	42 months
Rental assistance payment	\$2,100

b) **Base Monthly Rental for Displacement Dwelling.** The base monthly rental for the displacement dwelling is:

- i. The average monthly cost for rent and utilities at the displacement dwelling for a reasonable period prior to displacement, as determined by Blueprint (for a tenant who paid little or no rent for the displacement dwelling, use the fair market rent, unless its use would result in a hardship);
 - ii. The total of the amounts designated for shelter and utilities if the displaced tenant is receiving a welfare assistance payment from a program that designates the amounts for shelter and utilities.
- c) **Selected Comparable Replacement Dwelling.** Of the comparable listings searched, the property judged the most comparable will be used as the "selected" comparable to calculate the replacement housing payment eligibility for the displaced tenant.
- d) **Manner of Disbursement.** A rental assistance payment may, at Blueprint's discretion, be disbursed in either a lump sum or in installments. Prior to the disbursement of any funds, the tenant must provide Blueprint with documentation the tenant has actually rented a decent, safe, and sanitary replacement dwelling. Blueprint will conduct an additional field inspection to verify the tenant is in actual occupancy of the replacement dwelling.

3) **Downpayment Assistance**

- a) **Application of payment.** An eligible displaced ~~tenant~~ person can choose to convert their rental assistance payment to a downpayment on the purchase of a replacement dwelling. The full amount of the replacement housing payment for downpayment assistance must be applied to the purchase price of the replacement dwelling, and related incidental expenses.

SECTION VI

REPLACEMENT HOUSING OF LAST RESORT

A. Determining Need

Replacement housing of last resort will assure that comparable decent, safe, and sanitary (DS&S) housing will be made available to a displaced person when DS&S housing cannot otherwise be provided within the displaced person's financial means. This determination may be made on a case-by-case or project-wide basis. The Blueprint Director or his or her designee is authorized to approve replacement housing of last resort to displaced persons when he or she determines that:

- 1) The maximum replacement housing payment under Section V of this Policy will be insufficient to provide comparable replacement housing in a timely manner; or
- 2) The market does not contain comparable replacement housing that can be made available to the displaced person in a timely manner.

B. Planning for Last Resort Housing

The Blueprint Director or his or her designee has authority to determine methods to provide sufficient comparable replacement housing when unforeseen circumstances alter a payment computation.

C. Replacement Housing Methods

When comparable replacement housing as described in Section V.B above is not available to a displaced person, such housing may be provided either directly or through third parties by any of the following:

- 1) Rehabilitation of, additions to, or relocation of an existing replacement dwelling;

- 2) A replacement housing payment that exceeds the maximum amounts set forth in Section V above.
 - a) Payments exceeding the limits set forth in Section V above are called supplement payments.
 - b) Supplement payments require Blueprint to document all information showing that a search for suitable relocation site was performed.
 - i. Consideration must be given to the displaced person's commuting distance currently traveled and proximity to place of employment, schools, medical facilities, and places of worship.
 - ii. Other potential neighborhoods considered must be included in the documentation, including any adversities or benefits the neighborhood may cause the displaced person.

D. Less than 90-Day Occupant Eligibility

Displaced persons who are less than 90-day occupants are eligible to receive advisory assistance and move cost reimbursement. All displaced persons who are less than 90-day tenants may be eligible for a rental assistance payment if they meet the following requirements:

- 1) They are in occupancy at the time Blueprint obtains legal possession of the property or they meet the occupancy requirement determined as necessary by Blueprint.
- 2) They cannot rent and occupy a replacement dwelling without the monthly rent and utilities of the replacement dwelling exceeding the base monthly rent and utilities of the displaced dwelling, when calculated in accordance with Section V above.
- 3) They rent or purchase and occupy a DS&S replacement dwelling within the one

year time period specified in Section V above.

Blueprint will inform a less than 90-day occupant that it is his or her obligation to provide verification of income and that failure to provide verification of income may jeopardize entitlement to maximum benefits. When income information is not provided, eligibility calculations will be based on rent comparisons.

E. Rental Assistance Payment for Less than 90-Day Occupant

Rental assistant payments for less than 90-day occupants will be 42 times the amount obtained by subtracting the base monthly rent amount from the lesser of the following:

- 1) The monthly rent and estimated average monthly utilities for comparable replacement dwelling, or
- 2) The monthly rent and estimated average monthly utilities for the DS&S replacement dwelling actually occupied by the displaced person.

The displaced person may choose to apply this payment as a downpayment to assist in the purchase of a replacement dwelling.

SECTION VII

REPLACEMENT HOUSING PAYMENT CLAIMS

A. Claims for Replacement Housing Payments

In order to obtain a replacement housing payment, a displaced person ~~tenant~~ must file a written claim with Blueprint on a form provided by Blueprint for that purpose. The claim will be filed within 12 months after the date the applicant moves from the displacement dwelling.

B. Purchase or Lease of Replacement Dwelling

A displaced person is considered to have met the requirement to purchase a replacement dwelling, if the person:

- 1) Purchases a dwelling; or
- 2) Constructs a dwelling on site he or she owns or purchases; or
- 3) Contracts for the purchase or construction of a dwelling on a site provided by a builder or on a site the person owns and purchases.

B.C. Inspection and DS&S Certification of Replacement Dwelling

- 1) Before issuing a replacement housing payment or releasing the initial payment from escrow, Blueprint or its designated representative will inspect the replacement dwelling and determine whether it meets the requirements of a decent, safe, and sanitary (DS&S) dwelling. A displaced person ~~tenant~~ may NOT be paid any replacement housing payments for a dwelling that does not meet DS&S standards.
- 2) As applicable, Blueprint should advise the displaced person ~~tenant~~ that the DS&S

certification is based on a visual inspection and certification that the property condition prior to a lease or purchase met the specified DS&S standards. The displaced person ~~tenants~~ should further be advised that the contract to lease or purchase a replacement dwelling may be made conditional upon a satisfactory structural inspection of the property. Blueprint will maintain referrals of qualified structural engineers or building inspectors to perform these inspections.

G.D. Deductions from Relocation Payments

Blueprint will deduct the amount of any advance relocation payment from the relocation payment to which a displaced tenant is otherwise entitled. Blueprint will not withhold any part of a relocation payment to a displaced tenant to satisfy an obligation to any other creditor.

In the event Blueprint has to legally evict a tenant, the tenant will have their relocation benefits reduced or eliminated by the amount of court costs and expenses incurred by Blueprint to secure and implement the eviction.

D.E. Multiple Occupancy of One Displacement Dwelling

If two or more tenant occupants of the displacement dwelling move to separate replacement dwellings, each occupant is entitled to and may claim a reasonable prorated share, as determined by Blueprint, of any relocation payments that would have been made if the occupants moved together to a comparable replacement dwelling.

DEFINITIONS

A. Alien Not Lawfully Present in the United States

The phrase "alien not lawfully present in the United States" means an alien who is not "lawfully present" in the United States as defined in 8 CFR 103.12 and includes:

- 1) An alien present in the United States who has not been admitted or paroled into the United States pursuant to the Immigration and Nationality Act (8 U.S.C. 1101 et seq.) and whose stay in the United States has not been authorized by the United States Attorney General, and
- 2) An alien who is present in the United States after the expiration of the period of stay authorized by the United States Attorney General or who otherwise violates the terms and conditions of admission, parole or authorization to stay in the United States.

B. Appraisal

The term appraisal means a written statement independently and impartially prepared by a qualified appraiser setting forth an opinion of defined value of an adequately described property as of a specific date, supported by the presentation and analysis of relevant market information.

C. Business

The term business means any lawful activity that is conducted:

- 1) Primarily for the purchase, sale, lease and/or rental of personal and/or real property, and/or for the manufacture, processing, and/or marketing of products, commodities, and/or any other personal property;
- 2) Primarily for the sale of services to the public;

- 3) Primarily for outdoor advertising display purposes, when the display must be moved as a result of the project; or
- 4) By a nonprofit organization that has established its nonprofit status under applicable Federal or State law.

D. Citizen

The term citizen includes both citizens of the United States and non-citizen nationals.

E. Comparable Replacement Dwelling

The term comparable replacement dwelling means a dwelling that is:

- 1) Decent, safe and sanitary (DS&S) as described in Paragraph G of this section;
- 2) Functionally equivalent to the displacement dwelling. The term functionally equivalent means that it performs the same function, and provides the same utility. Generally, functional equivalency is an objective standard, reflecting the range of purposes for which the various physical features of a dwelling may be used. However, in determining whether a replacement dwelling is functionally equivalent to the displacement dwelling, Blueprint may consider reasonable trade-offs for specific features when the replacement unit is equal to or better than the displacement dwelling;
- 3) Comparable in size to the displacement dwelling;
- 4) In an area not subject to unreasonable adverse environmental conditions;
- 5) In a location generally not less desirable than the location of the displaced tenant's dwelling with respect to public utilities and commercial and public facilities, and reasonably accessible to the tenant's place of employment;
- 6) On a site that is typical in size for residential development with normal site improvements, including customary landscaping. The site need not include

special improvements such as outbuildings, swimming pools, or greenhouses;

- 7) For a tenant receiving government housing assistance before displacement, a dwelling that may reflect similar government housing assistance.

F. Contribute Materially

The term contribute materially means that during the 2 taxable years prior to the taxable year in which displacement occurs, or during such other period as Blueprint determines to be more equitable, a business operation:

- 1) Had average annual gross receipts of at least \$5,000; or
- 2) Had average annual net earnings of at least \$1,000; or
- 3) Contributed at least 33 1/3 percent of the owner's or operator's average annual gross income from all sources.
- 4) If the application of the above criteria creates an inequity or hardship in any given case, Blueprint may approve the use of other criteria as determined appropriate.

G. Decent, Safe, and Sanitary (DS&S) Dwelling

The term decent, safe, and sanitary dwelling means a dwelling that meets local building codes. However, any of the following standards that are not met by the local code will apply unless waived for good cause by Blueprint. A DS&S dwelling will:

- 1) Be structurally sound, weather tight, and in good repair;
- 2) Contain a safe electrical wiring system adequate for lighting and other devices;
- 3) Contain a heating system capable of sustaining a healthful temperature (of approximately 70 degrees) for a displaced tenant;
- 4) There will be a separate, well lighted and ventilated bathroom that provides

privacy to the user and contains a sink, bathtub or shower stall, and a toilet, all in good working order and properly connected to appropriate sources of water and to a sewage drainage system. In the case of a housekeeping dwelling, there will be a kitchen area that contains a fully usable sink, properly connected to potable hot and cold water and to a sewage drainage system, and adequate space and utility service connections for a stove and refrigerator;

- 5) Contains unobstructed egress to safe, open space at ground level.

H. **Displaced person**

- 1) The term "displaced person" as defined in Blueprint's relocation program means, except as provided in Paragraph 2) below, any person who moves from the real property or moves personal property from the real property as a direct result of a written notice of intent to acquire, the initiation of negotiations for, or the acquisition of, such real property in whole or in part for a project.
- 2) **Persons not displaced.** The following is a non-exclusive listing of persons who do not qualify as displaced persons under Blueprint's relocation program:
 - a) A person who moves before the initiation of negotiations, unless Blueprint determines that the person was displaced as a direct result of the program or project; or
 - b) A person who initially enters into occupancy of the property after the date of its acquisition for the project; or
 - c) A person who has occupied the property for the purpose of obtaining assistance under Blueprint's relocation program; or
 - d) A person who is not required to relocate permanently as a direct result of Blueprint's project; or
 - e) A person whom Blueprint determines is not displaced as a direct result of a partial acquisition; or

- f) A person who, after receiving a notice of relocation eligibility, is notified in writing that displacement from the project will not occur. The notice will not be issued unless the person has not moved and Blueprint agrees to reimburse the person for any expenses incurred to satisfy any binding contractual relocation obligations entered into after the effective date of the notice of relocation eligibility; or
- g) A person who is determined to be in unlawful occupancy prior to or after the initiation of negotiations, or a person who has been evicted for cause. However, advisory assistance may be provided to unlawful occupants at the option of Blueprint in order to facilitate the project; or
- h) A person who is not lawfully present in the United States and who has been determined to be ineligible for relocation benefits as prescribed under Blueprint's relocation program.

I. Dwelling

The term dwelling means the place of permanent or customary and usual residence of a tenant, according to local custom or law, including a single family house; a single family unit in a two-family, multi-family, or multi-purpose property; a unit of a condominium or cooperative housing project; a non-housekeeping unit; a mobile home; or any other residential unit.

J. Dwelling site

The term dwelling site means a typical site upon which a dwelling is located.

K. Initiation of Negotiations

The initiation of negotiations means the delivery of the initial written offer of just compensation by Blueprint to the owner or the owner's representative to purchase the real property for the project. If Blueprint issues a Notice of Intent to Acquire, and a person moves after that notice, but before delivery of the initial written purchase offer, the initiation of negotiations means the actual move of the person from the property.

L. Mobile Home

The term mobile home includes manufactured homes and recreational vehicles used as residences.

M. Mortgage

The term mortgage means such classes of liens as are commonly given to secure advances on, or the unpaid purchase price of, real property, under the laws of the State in which the real property is located, together with the credit instruments, if any, secured thereby.

N. Nonprofit Organization

The term nonprofit organization means an organization that is incorporated under the applicable laws of a State as a non-profit organization, and exempt from paying Federal income taxes under section 501 of the Internal Revenue Code (26 U.S.C. 501).

O. Notice of Intent to Acquire

This is an explicit written notice Blueprint provides a person to be displaced for a project that establishes eligibility for relocation benefits and/or relocation assistance payments prior to the initiation of negotiations. This is not a required notice but when justified, may be used in lieu of the subsequently required notice of relocation eligibility. This "early" eligibility notice may be beneficial to assist the successful relocation of displaced persons or expedite project clearance. This notice should also provide the anticipated date of the initiation of negotiations, how additional information pertaining to relocation benefits and/or relocation assistance payments can be obtained, and the effective date of the notice. If a property is tenant-occupied, both the owner and the tenant will be provided a notice of intent to acquire.

P. Owner of a Dwelling

The term owner of a dwelling means a person who is considered to have met the

requirement to own a dwelling if the person purchases or holds any of the following interests in real property;

- 1) Fee title, a life estate, a land contract, a 99 year lease, or a lease including any options for extension with at least 50 years to run from the date of acquisition; or
- 2) An interest in a cooperative housing project which includes the right to occupy a dwelling; or
- 3) A contract to purchase any of the interests or estates described above; or
- 4) Any other interest, including a partial interest, which in the judgment of Blueprint warrants consideration as ownership.

Q. Person

The term person means any individual, family, partnership, corporation, or association.

R. Salvage Value

The term salvage value means the probable sale price of an item offered for sale to knowledgeable buyers with the requirement that it be removed from the property at a buyer's expense (i.e., not eligible for relocation assistance). This includes items for re-use as well as items with components that can be re-used or recycled when there is no reasonable prospect for sale except on this basis.

S. Small Business

A small business is a business having not more than 500 employees working at the site being acquired or displaced by Blueprint's project, which site is the location of economic activity. Sites occupied solely by outdoor advertising signs, displays, or devices do not qualify as a business for purposes of reestablishment expenses.

T. State

Any of the several States of the United States or the District of Columbia, the Commonwealth of Puerto Rico, any territory or possession of the United States, or a political subdivision of any of these jurisdictions.

U. Tenant

The term tenant means a person who has the temporary use and occupancy of real property owned by another.

V. Uneconomic Remnant

The term uneconomic remnant means a parcel of real property in which the owner is left with an interest after the partial acquisition of the owner's property, and which Blueprint has determined has little or no value or utility to the owner.

W. Unlawful Occupant

A person who occupies without property right, title or payment of rent or a person legally evicted, with no legal rights to occupy a property under State law. Blueprint, at its discretion, may consider such person to be in lawful occupancy.

X. Utility Costs

The term utility costs means expenses for electricity, gas, other heating and cooking fuels, water and sewer.