



Comprehensive Plan RFP Questions & Answers Posted 1-12-24

On December 19, 2023, the City of Raytown posted the Comprehensive Plan RFP. Since the posting, City staff received various questions regarding the RFP. This document is a collection of those questions and answers thereto.

1. Community engagement

- a. What partners are established in Raytown that can assist or supplement outreach and engagement?

Response: **In the past for various community events, the city has partnered with Raytown Chamber of Commerce, Raytown Quality Schools, Mid-Continent Public Library, Raytown Main Street Association and the two Water Companies (Raytown Water Company and Jackson County Water District #2) to assist the city with outreach and civic engagement.**

- b. Has the City had successful initiatives in the past where the city of Raytown led the outreach and engagement? **The City's Annual Recycling event is very successful.**
- c. Does the City prefer certain public engagement methods? If so, which methods are most preferred? **The preferred methods are a variety of methods that will reach nearly 100 percent of our residents. About 25% of our residents do not use social media. Therefore, we must employ multiple communication methods in order to reach our masses. The city would like to see additional interactive public engagement methods to receive input from the community, including but not limited to residents, businesses, and employees alike.**
- d. What has been most successful in Raytown in the past? **In the past the city has used: sewer bill inserts, printed newsletter, town hall meetings, social media, website, and online/printed surveys. As stated in "c" above, about 25% of our residents do not actively engage with social media platforms; therefore, we must employ multiple communication methods to reach our masses.**
- e. What is the expected level of engagement from Planning and Zoning Commission and the Board of Alderman throughout the process? **The Planning and Zoning Commission and the Board of Aldermen will be involved at various stages of the process. Formal and informal presentations and discussions are also anticipated prior to final adoption by the Planning Commission.**

2. Deliverables:

- a. Can you clarify that your requested services rendered are for: (1) preparing a land use plan only; (2) preparing a full comprehensive plan to include recommendations for land use, public facilities, transportation, environmental etc.; or (3) preparing a full

comprehensive plan + comprehensive vision for parks, open space and trails? Please share which number best describes your requested services. #2 best describes the scope of services being requested through this RFP process.

- b. Will you be looking for a team to audit your existing code and suggest areas to reform? No
- c. Are you looking to obtain a plan for each of your parks or a plan for the entire system? If the vision for parks, open space and trails is included, is it intended to be an element within the comprehensive plan, or is the city looking for a full parks master plan in addition to the comprehensive plan? Raytown Park Board has a master plan for the parks system. The city is not seeking as part of this RFP a full parks master plan within or in addition to the comprehensive plan.
- d. Can you provide clarification for the approach on Task/Service 6? Will Raytown need new design documents/plan or is this an update to the Town Square Overlay District and Central Business District Design Elements? The city is not requesting a new Central Business District Plan, changes to the Town Square Overlay District in the Municipal Code or updates to the Central Business District Design Elements document. While the district plan and overlay district do need updates, due to funding limitations this RFP is solely for updates to the Comprehensive Plan. As the Central Business and Town Square districts are the heart and center of the community of Raytown, we would respectfully request that significant attention be given to this area. We are receptive to new ideas and recommendations pertaining to land use, design, etc., for the overall benefit of the community.

3. Miscellaneous:

- a. Has the City of Raytown engaged with the Chamber of Commerce or other community partners to create a marketing plan in the past 5 years? Over the past 5 years, the Board of Aldermen has appointed an Ad Hoc Committee to update the City's tagline, however during that same timeframe the Board of Aldermen, City staff, Chamber of Commerce, Raytown Main Street, Raytown Quality School District, and other community stakeholders have not refreshed a collaborative marketing plan.
- b. What barriers exist to incentivize development? A few barriers are seed capital, community's previous experience with incentivized development, and the lack of developers with redevelopment experience and funding.
- c. Do you have a pool of developers who have experience implementing the type of new development that the city desires? No
- d. What are the biggest challenges or pressures city leadership and/or the Board of Alderman are currently experiencing? We anticipate the selected consultant will gather that information as they interview the Mayor and the ten Aldermen as part of their research and community engagement process.

City leadership's current biggest challenge or pressure is to identify new and increase existing revenue streams in order to upgrade deteriorating public infrastructure while continuing to provide the community with basic services. City leadership understands deteriorating public infrastructure has a significant impact on the aptitude to redevelop private property.

4. Budget:

- a. What is the budget to update the Comprehensive Plan? \$115,000.00 has been allocated in the FY2023-24 budget (11/1/23-10/31/24) for updating of the Comprehensive Plan.

Some additional funds over and above this amount have been budgeted to cover minor expenses as identified by city staff and the selected consultant.

Since the updating of the Comprehensive Plan will span over two fiscal years, the Board of Aldermen will be asked to consider with the approval of the FY 2024-25 budget (11/1/24-10/31/25) additional funds to finish the updating of the Comprehensive Plan.

- b. Will there be other funding sources (e.g., Parks and Recreation, etc.)? **At this time, no other sources have been identified to assist with the funding.**