



January 7, 2021

City of Aurora
2 W Pleasant St
Aurora, MO 65605

Re: Aurora Comprehensive Plan Update

The Southwest Missouri Council of Governments (SMCOG) is a regional planning commission based in Springfield, Missouri and serves a ten-county area. SMCOG is administered by the Center for Resource Planning and Management at Missouri State University. All staff are employees of the University but serving on behalf of SMCOG.

We have been a leader in planning efforts in Missouri, including transportation planning and economic development services, since our re-organization in 1989. We have made every effort to provide your community with an effective yet highly efficient proposal that we feel will more than meet your needs.

On behalf of the Southwest Missouri Council of Governments (SMCOG), it is my pleasure to present the following proposal for the City of Aurora Comprehensive Plan update.

PROCESS & TENTATIVE TIMELINE

June 1, 2021 – May 31, 2022

Months 1 -2 (June 2021-July):

Organization and Information Gathering. Staff will work with city staff and other local organizations to gather information pertinent to the planning effort. This includes previously completed plans and studies. Staff and student workers will collect demographic and socioeconomic data through public sources such as the Census Bureau. Staff will also conduct a current land use inventory. A Comprehensive Planning Committee (CPC) composed of community volunteers will be established during this phase.

Month 3 (August):

Orientation Meeting & Survey Preparation. This public meeting will inform the CPC and community members of the general purpose and process of planning. Staff will present relevant data collected to-date and finalize an online community survey to be distributed to residents of the community. The survey will be set to go live in mid-October. Staff will attend November general election events to survey the public in person. Staff will create base maps to use throughout the planning process.

Month 4 (September):

Stakeholder Meeting. During a CPC meeting, identified stakeholders will present relevant information to frame future CPC conversations. Stakeholders may include the police department, fire district, school district(s), library, Economic Development Committee, Parks and Recreation Board, Public Works Director, City Administrator, and any others that may be identified.

Survey Results & SWOT Meeting. The CPC will meet to review results from the community survey. SMCOG staff will facilitate a SWOT analysis to identify what the community's strengths and weaknesses in order to begin identifying community goals.

Month 5 (October):

Goals & Objectives Meeting #1. The SMCOG staff will provide suggestions to the CPC for establishing goals and objectives for the community based on survey results and gather information.

Month 6 (November):

Goals & Objectives Meeting #2. This will provide an opportunity to continue discussion of any remaining topics not covered by the previous meeting and fine tune all the goals and objectives.

Month 7 (December):

Land Use Planning Meeting. Staff will facilitate this meeting to discuss possible future land use scenarios and build consensus among the CPC to develop a future land use map. The map will reflect land use goals discussed previously.

Month 8 (January 2022):

Public Open House. Comments will be received at the meeting regarding draft goals, objectives, and land use designations.

Months 9-10 (February-March):

Writing the Plan. The SMCOG staff will write the full and complete document. The draft will include a discussion on community image, branding, and placemaking. A draft will be provided to staff for initial review prior to sending to the CPC or for public comment.

Month 11 (April):

Draft Plan Review. Final draft of the plan will be provided for committee and public comment. Changes will be made to align with received input.

Month 12 (May):

Final Plan Presentation and Adoption. The Plan will be presented to the Planning & Zoning Commission for their comments and adoption. After adoption, the Plan will be presented to the City’s Board of Aldermen for a resolution of support.

BUDGET

The total hours for the base project are 730, charged at the SMCOG member rate of \$35 per hour.

An additional cost for printing of \$800 is also added to the total project cost. This covers printing of maps, meeting materials, public input boards, and professionally printed final plans.

SMCOG will use the maximum available MoDOT and EDA work programs to cover a portion of the estimated cost for the base project.

Total Project Cost	Leveraged MoDOT Funds (20%)	Leveraged EDA Funds (20%)	Total Cost to City (60%)
\$26,350	\$5,270	\$5,270	\$15,810

The fixed fee for the base project would be \$15,810. If the City were to select additional optional items, the cost for the total project are shown below.

Additional Outreach Option:

Public Outreach. Staff will host/attend up to five (5) outreach events in addition to those outlined in the process above, at the request of the City. These events will be tailored to the intended audience and needed input. This may include targeted focus groups and may assist in further developing the community vision. (Estimated work hours: 100)

Engagement Option	Additional Cost	Total Project Cost	Leveraged Funds	City Portion
Standard	-	\$26,350	\$10,540	\$15,810
<i>Public Outreach Option</i>	100 hours \$3,500	\$29,850		\$3,500
<i>Total Project</i>		\$29,850	\$10,540	\$19,310

Full comprehensive planning services and additional public engagement activities would be completed as outlined in this proposal for a fixed fee of \$19,310.



This proposal is valid for 90 days. Additional work beyond that included in the scope of the executed contract, if agreed to in writing by both parties, will be billed at an hourly rate of \$35 per hour. Please contact me with any feedback on this proposal or with any questions you may have. Thank you for the opportunity to work with your organization.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Ray".

Jason Ray, AICP
Executive Director, Southwest Missouri Council of Governments