



TOWN COUNCIL WORK SESSION

Monday, March 18, 2013 @ 7:00pm

Front Royal Administration Building Conference Room

Town/Staff Related Issues:

1. Urban Tree Planting and Constructed Soil – NO BACKUP *David Means of Urban Forestry Advisory Commission*
2. Appalachian Trail Phone Application – *Tourism Director*
3. Draft of Visitors Guide – *Tourism Director*
4. American Municipal Power (AMP) Eastlake Peaking Project– *Director of Energy Services*
5. Blue Ridge Power Membership – *Director of Energy Services*
6. Local Connector Road Update – *Town Manager*
7. Visioning Contract – *Director of Planning*

Council/Mayor Related Issues:

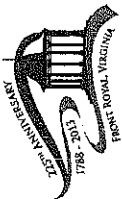
8. Board of Zoning Appeals (BZA) Term Expires
9. Hatch Act Exemptions – *Vice Mayor Parker*
10. Train Issues– *Vice Mayor Parker*
11. McKay Property Artifacts – *Vice Mayor Parker*
12. Community Development Resource Officer – *Mayor Darr*
13. Council Discussion/Goals *(time permitting)*
14. CLOSED MEETING – Consultation with Legal Counsel specific to Annexation

Motion to Go Into Closed Meeting

I move that Council convene and go into Closed Meeting for the purpose of consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel, specifically, Annexation, pursuant to Section 2.2-3711. A. 7. of the Code of Virginia.

Motion to Certify Closed Meeting at its Conclusion *[At the conclusion of the Closed Meeting, immediately re-convene in open meeting and take a roll call vote on the following:]*

I move that Council certify that to the best of each member's knowledge, as recognized by each Council member's affirmative vote, that only such public business matters lawfully exempted from Open Meeting requirements under the Virginia Freedom of Information Action as were identified in the motion by which the Closed Meeting was convened were heard, discussed or considered in the Closed Meeting by Council, and that the vote of each individual member of Council be taken by roll call and recorded and included in the minutes of the meeting of Town Council.



Town of Front Royal, Virginia Work Session Agenda Form

Date: 3/18/13

Agenda Item: Appalachian Trail Phone Application

Summary: Staff will demonstrate the current Appalachian Trail app. that will be available for the Droid and I phone systems. This project is being headed by the Waynesboro Tourism Department. Time frame for marketing and release for public use has not yet been released.

Council Discussion: Council is requested to provide comments and overall impression of the app.

Staff Evaluation: Staff has provided Waynesboro with information and photos that are being used in the Front Royal section of the app.

Budget/Funding: Was part of the 2012 fiscal budget.

Legal Evaluation: N/A

Staff Recommendations: N/A

Town Manager Recommendation: Provide comments and overall impression of app.

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action

Consensus Poll on Action: ____ (Aye) ____ (Nay)



Town of Front Royal, Virginia
Work Session Agenda Form

Date: 3/18/13

Agenda Item: Draft of Visitors Guide

Summary: Visitor Center staff will present current layout and design of new Visitors Guide along with photos that are to be used.

Council Discussion: Council is asked to review and provide comments and recommendations .

Staff Evaluation: N/A

Budget/Funding: Funding is available in Visitor Center budget.

Legal Evaluation: N/A

Staff Recommendations: N/A

Town Manager Recommendation: Provide comments and recommendations.

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action
Consensus Poll on Action: ____ (Aye) ____ (Nay)

Town of Front Royal, Virginia Work Session Agenda Form

Date: March 18, 2013

Agenda Item: AMP – Eastlake Peaking Project

Summary: AMP has executed a Memorandum of Understanding (MOU) with First Energy to evaluate a proposed Single Cycle Combustion Turbine (SCCT) and become a partial owner of the project. The plant will have four (4) SCCT's with a nominal output of 873 MW in the summer and 920 MW in the winter.

Council Discussion: Council is requested to consider the proposed power generation project by AMP.

Staff Evaluation: Staff is currently evaluating the Due Diligence evaluation, Feasibility study, and the Beneficial Use Analysis on the project

Budget/Funding: Funding for project participation will be based upon power purchase commitment. The Director of Finance will be available to address fiscal issues.

Legal Evaluation: The Town Attorney will be available to address legal issues.

Staff Recommendations: Staff is currently evaluating the Project and plans to give staff recommendation at the work session.

Town Manager Recommendation: The Town Manager recommends awaiting receipt of recommendation from the Director of Energy Services.

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action
Consensus Poll on Action: ____ (Aye) ____ (Nay)

Town of Front Royal, Virginia Work Session Agenda Form

Date: March 18, 2013

Agenda Item: Blue Ridge Power Agency (BRPA) membership

Summary: The origin of the Town of Front Royal joining BRPA in February 2006 was due to our departure from the Maryland municipalities that we had joined in bulk power purchasing in the past. As part of our membership to BRPA, in 2006 we were able to join into a current RFP for wholesale power purchase for BRPA members, which saved the Town a significant amount of money. Over the years, BRPA has assisted us with our power needs, most significantly by introducing the Town to AMP, which allowed us to create and implement our current wholesale power purchasing strategy.

Council Discussion: Council is requested to consider continued membership in BRPA based upon the costs compared to the benefits.

Staff Evaluation: Over the last five years, the number of memberships in BRPA has decreased and therefore has increased the Town's cost of membership, which is currently \$21,000 per year. This does not include any consulting work that is done by the current engineer for BRPA (GDS) relating to any wholesale power needs or studies.

Through our membership with AMP and my participation as a Board Member, it has become apparent that the services provided by BRPA are no longer needed as my skills and knowledge have excelled in the wholesale power purchase area beyond BRPA's capacity.

Budget/Funding: No impact on current FY12-13 budget but membership in BRPA is not included in the proposed FY13-14 budget at present. The Director of Finance is available to address fiscal issues.

Legal Evaluation: The Town Attorney is available to discuss legal issues.

Staff Recommendations: Staff recommends that the Town of Front Royal withdraw its membership from Blue Ridge Power Agency (BRPA) effective June 1, 2013. The Town, with its current membership with American Municipal Power (AMP) and our current power resource having been secured through 2016, BRPA is no longer a necessary or cost effective tool for the Town's needs.

Town Manager Recommendation: The Town Manager recommends withdrawal of the Town's membership in BRPA.

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action

Consensus Poll on Action: ___(Aye) ___(Nay)

Town of Front Royal, Virginia Work Session Agenda Form

Date: March 18, 2013

Agenda Item: Local Connector Road

Summary: At the August 13, 2012, Town Council passed a resolution stating "Resolution of Support for a Connector Road from Kendrick Lane to Kerfoot Avenue through the former Avtex Site that directs Staff, after consultation with the Planning Commission, to proceed with the design of the connector Road and to conduct a traffic safety audit to identify improvements to the Kerfoot Avenue Corridor." Staff submitted the resolution to the EDA for confirmation from the EPA to proceed with the project. The EDA has confirmed that while there is no written denial of authorization to proceed, the EPA has provided resolution language that they will consider.

The language recommended by EPA is "Now, therefore be it resolved the Town Council of Front Royal, Virginia hereby directs staff to proceed with the design of a temporary connector road from Kendrick Lane through the Avtex (Royal Phoenix) Site and directs staff to conduct a traffic safety audit to identify improvements to the Kerfoot Avenue Corridor."

Council Discussion: Council is requested to consider a resolution conforming to the language proposed by the EPA.

Staff Evaluation: The proposed language from the EPA should result in authorization to the Town for the construction of the temporary Local Connector Road. Staff has confirmed that the location of the Local Connector Road is not to be recommended as part of the study being completed for the EDA to evaluate develop options. Full release of the industrial property is anticipated for 2014.

Budget/Funding: The Director of Finance will be available to address fiscal issues.

Legal Evaluation: The Town Attorney will be available to address legal issues.

Staff Recommendations: Staff recommends Town Council await completion of the development plan for the Avtex/Royal Phoenix Site to evaluate long-term need for the construction of the temporary connector road. Authorization can be provided to proceed with the safety audit.

Town Manager Recommendation: The Town Manager recommends Town Council await completion of the development plan for the Avtex/Royal Phoenix Site to evaluate long-term need for the construction of the temporary connector road. Authorization can be provided to proceed with the safety audit.

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action
 Consensus Poll on Action: ____ (Aye) ____ (Nay)



Town of Front Royal, Virginia Work Session Agenda Form

Date: March 18, 2013

Agenda Item: Town Visioning Contract for Services
Director of Planning & Zoning

Summary: The Planning Commission and Town Staff have worked with Renaissance Planning Group to revise the draft Scope of Services for the Town Visioning Process that was submitted as part of Renaissance Planning Group's proposal to the advertised RFP for the project. The primary change to the scope of services includes the addition of an additional public input workshop into the process. At this time, Town Council is being informed of the current proposal, and requested to approve the contract for services, subject to any minor language changes made by Town Staff.

Before advertisement of the RFP for the Town Visioning Process, Town Staff and the Planning Commission met with Town Council to discuss funding options. Town Council directed that the price be negotiated to the extent possible and that if necessary the Town should look at splitting the cost of the project up over this fiscal year and next. Based on this direction, no additional funds are being requested to implement the proposed scope of services. In addition, there are adequate funds under the current year's budget (line items: 43026-Plan Studies & R43002/43002-Professional Services) to fund the project. The cost for the additional meeting was originally submitted at a price of \$39,956. However, Staff negotiated a lower price of \$37,500.

Attached is a copy of the draft scope of services, price quotation, schedule of services and proposal specifications.

Council Discussion: This agenda item is scheduled for discussion between Town Council and Staff at the March 18, 2013 Town Council Work Session.

Budget/Funding: No additional funds are needed.

Legal Evaluation: The Town Attorney will be available at the upcoming Town Council work session to answer questions that Town Council may have.

Staff Recommendations: Staff recommends that Town Council authorize the contract for services proposal submitted for Renaissance Planning Group, subject to approval by Town Staff of the final contract, including any minor changes in the contract for services language. An implementation date of May 1, 2013 is preferred by Staff.

Town Manager Recommendation: The Town Manager will be available at the upcoming work session for discussion and questions.

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action
Consensus Poll on Action: ____ (Aye) ____ (Nay)

SAMPLE

CONTRACT FOR SERVICES

THIS CONTRACT FOR SERVICES is made and entered into this _____ day of _____, 20____, by and between THE TOWN OF FRONT ROYAL, VIRGINIA, a Municipal Corporation, whose address is 16 North Royal Avenue, Front Royal, Virginia 22630 (hereinafter referred to as the "Town"), and RENAISSANCE PLANNING GROUP, IN ASSOCIATION WITH HERD PLANNING & DESIGN, LTD., a State of VIRGINIA Corporation, whose street address is 455 SECOND STREET, SUITE 300, CHARLOTTESVILLE, VA 22902, and whose mailing address is SAME, (hereinafter called the "Service Provider").

WITNESSETH:

That for and in consideration of the mutual promises contained herein, the Town agrees to purchase and the Service Provider agrees provide the following described services:

IMPLEMENT A VISIONING EXERCISE, REPRESENTING PHASE 2 OF THE UPDATE OF THE COMPREHENSIVE PLANNING PROCESS

Comment [VG1]: This clause should reference the agreed on scope of work in Attachment B.

1. Place of Service Performance/Delivery:

102 E. MAIN STREET

FRONT ROYAL, VA 22630

2. Time of Service Delivery:

AS REQUIRED BY THE TOWN OF FRONT ROYAL PLANNING

DEPARTMENT

3. Term of Contract: This Contract shall be in effect for a term of SIX SEVEN
(67) months beginning FROM DATE OF CONTRACT, and continuing (if not otherwise
terminated pursuant to the terms of this agreement) through ACCEPTANCE BY THE
TOWN COUNCIL

Comment [VG2]: This is unclear. The clause that says that the contract is in effect until "acceptance by the Town Council" (acceptance of what — the final vision document?) seems to contradict the fixed term of seven months in the previous clause.

4. Payment: The Town shall pay to the Service Provider the sum of \$367,953,500
for the services described in Attachment "A". The service Provider shall monthly furnish
an invoice to the Town for services rendered that month. The Town shall forward a
checkpayment to the Service Provider at the mailing address indicated above within thirty
(30) days of the receipt of such invoice.

5. Reports: Service Provider shall complete, maintain, and submit to the
Town all records and reports and lists of services rendered when such services are
rendered.

6. Services Rendered: Service Provider shall perform all services to be rendered
pursuant to this Contract at the location specified above. Service Provider agrees to
maintain all facilities and equipment used by Service Provider under this Contract in clean,
sanitary, and safe condition and free from defects of every kind.

7. Licenses and Permits: Service Provider agrees that it has procured all licenses,
permits, or other like permission required by law to conduct or engage in the activity
provided for in this Contract; that it will procure all additional licenses, permits, or like
permission required by law during the term of this Contract; and that it will keep such
licenses, permits, and permissions in full force and effect during the term of this Contract.

8. Independent Contractor: Service Provider understands and agrees that the
relationship of service provider to the Town arising out of this Contract shall be that of
independent contractor. It is understood that the Service Provider, or its staff and
employees, are not employees of the Town and are, therefore, not entitled to any benefits

provided employees of the Town. Service Provider shall be responsible for reporting and accounting for all State, Federal, Social Security, and local taxes where applicable.

9. **Non-Discrimination:** During the performance of this agreement Service Provider agrees that Service Provider will not discriminate against any employee or applicant for employment because of race, religion, color, sex, or natural origin except where religion, sex, or natural origin is a bona fide occupational qualification reasonably necessary for the normal operation of the Service Provider. Service Provider agrees to post in conspicuous places available to employees and applicants for employment notices setting forth the provisions of this non-discrimination clause. Service Provider in all solicitations or advertisements for employees placed by or on behalf of Service Provider will state that Service Provider is an equal opportunity employer. Service Provider will include the provisions of this paragraph in every sub-contract or purchase order of over \$10,000.00 so that the provisions will be binding upon each sub-contractor or vendor.

The Town of Front Royal does not discriminate against faith-based organizations.

10. **Compliance with Federal Immigration Law:** The Contractor does not, and shall not during the performance of the Contract for goods and services in the Commonwealth, knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

11. **Compliance with State Law:** The Contractor shall comply with section 2.2-4311.2 of the Code of Virginia pertaining to foreign and domestic businesses authorized to transact business in the Commonwealth.

12. **Termination for Cause:** This Contract may be terminated by the Town upon fifteen-(15) days written notice to the Service Provider to the address first named above in the event of substantial failure or default of the Service Provider to perform in accordance with the terms hereof through no fault of the Town's.

13. Termination for Convenience: The obligation to provide further services under this Contract may be terminated by the Town for its convenience and not for cause upon fifteen (15) days written notice. Service Provider shall be compensated for work performed through the date of termination and for termination expenses, including any expenses directly attributable to termination and for which Service Provider is not otherwise compensated. Termination expenses shall not, however, include loss profits on services not performed as a result of such termination for convenience.

14. Notice: Any notice which is required to be given, or which may be given under this Contract, shall be sent to those mailing addresses noted in the first paragraph of this Contract.

15. Non-Assignability: Service Provider understands that this Contract is a contract with the personal services of Service Provider and that it is made by the Town in reliance on Service Provider's personal skills and knowledge in the activity to be conducted and as represented by Service Provider. Accordingly, this Contract is non-assignable by Service Provider without the express written advance permission of the Town.

16. Insurance: Service Provider shall procure and maintain the general liability insurances shown below, with the Town named as Additional Insured, for protection from claims arising out of performance of services caused by negligent, reckless, or willful error, omission or act for which the Service Provider is legally liable. The Service Provider shall deliver to the Town, upon execution of this Agreement, certificates of such insurance. Insurance shall provide for coverage effective through the date of the end of the Project. Comprehensive General Liability Insurance, naming the Town as Additional Insured
Automobile Liability, naming the Town as Additional Insured
Worker's Compensation

Comment [VG3]: May need to check this out with our insurer.

17. Amount of Insurance Required:

Comprehensive General Liability Insurance - \$1,000,000 Minimum per Incident

Automobile Liability Insurance - \$1,000,000 bodily injury and \$1,000,000 property damage

Worker's Compensation - As required by the Commonwealth of Virginia

18. Indemnification:

Service Provider agrees to defend, indemnify and hold harmless the Town for any and all actions, claims or disputes that may arise as a result of Service Provider's negligence, any sub-contractor's negligence and/or any joint negligence of the Town, Service Provider, or sub-contractor.

19. Entire Contract: This Contract constitutes the entire agreement between the parties pertaining to the subject matter of this Contract and supercedes all prior or contemporaneous agreements and understandings of the parties in connection with the subject matter. No modification of this Contract shall be effective unless made in writing and signed by both parties.

20. Additional Terms and Conditions: The following attachments are made a part of this Contract and are incorporated herein:

- (1) Attachment "A" - Contractor's price quotation
- (2) Attachment "B" - Proposal specifications

21. Standard of Care: Service Provider shall perform the services herein described expeditiously and diligently and in accordance with the standard of care and skill ordinarily exercised under similar conditions by reputable members of its profession or trade practicing in the same or similar locality within the Commonwealth of Virginia existing as of the date such services are provided and in accordance with all applicable laws, codes, and regulations in effect as of the date such services are provided.

22. Enforcement: This Contract shall be governed by the laws of the State of Virginia. Any action maintained by either party for the enforcement or interpretation of the terms of this Contract shall be filed in the courts of Warren County, Virginia.

IN WITNESS WHEREOF, the undersigned parties hereto have made and executed this Contract as the day and year first above written.

(SEAL) TOWN OF FRONT ROYAL, VIRGINIA
Attest: _____ BY: _____
Type Name: _____ Type Name: Steven M. Burke
Title: _____ Title: Town Manager
Date: _____

(SEAL) SERVICE PROVIDER:
Attest: _____ Renaissance Planning Group
[Name of Contractor]
455 Second Street, Suite 300
Charlottesville, VA 22902

Type Name: _____ BY: _____
Title: _____ Type Name: _____
Title: President/Principal
Date: _____

Comment [JE4]: Principals are authorized to sign. Please let us know if the Town specifically requires a President to sign.

APPROVED AS TO FORM:

DOUGLAS W. NAPIER, TOWN ATTORNEY

DATE: _____

ATTACHMENT B

PRICE QUOTATION

FRONT ROYAL TOWN VISIONING PROJECT

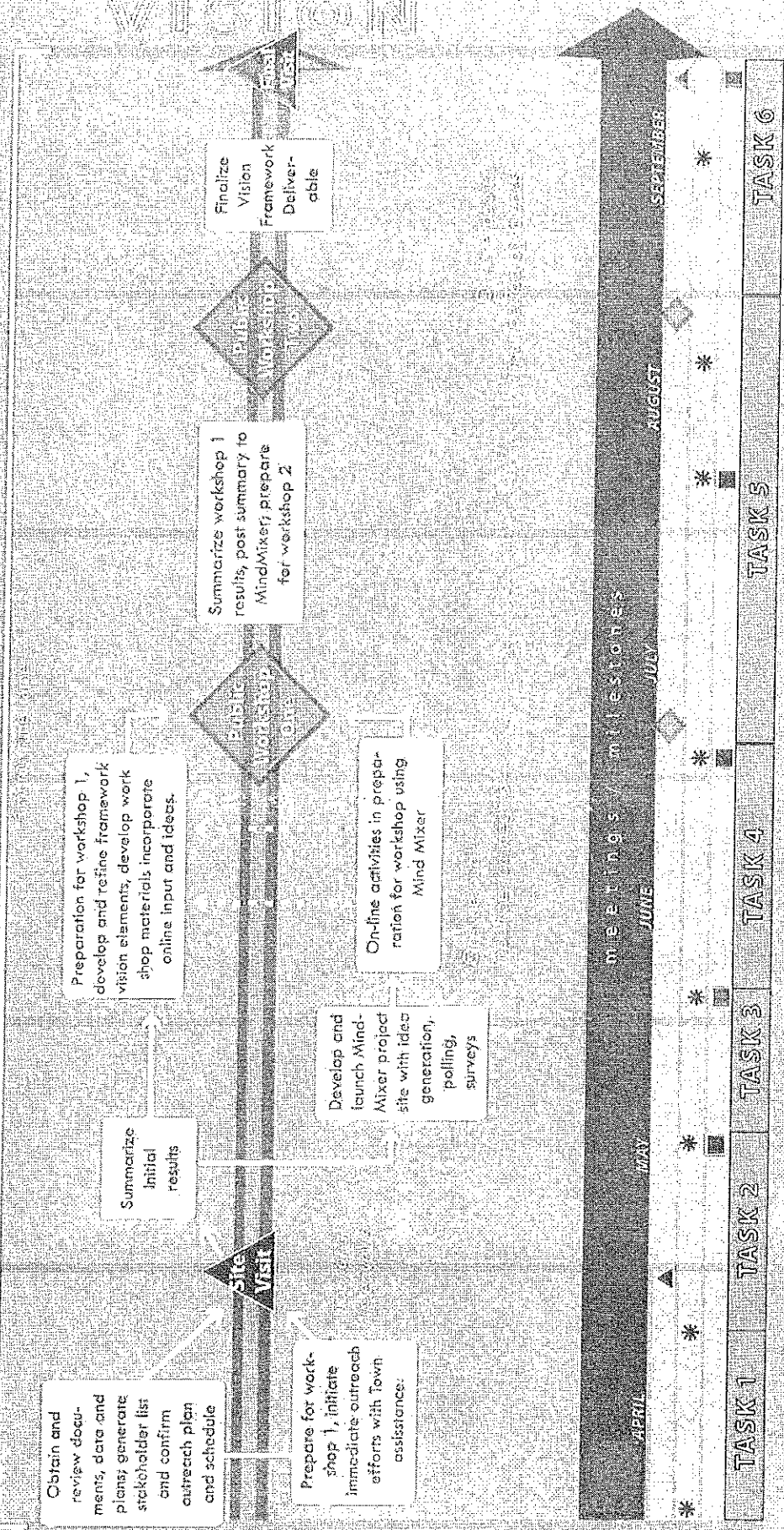
February 28, 2013

A price quotation is presented below that includes with one initial site visit and two public workshops. All workshops will be attended by two senior facilitators. The fee payment schedule is lump sum, by percentage completed per month.

Front Royal Visioning	Facilitators				Site (#/hr)		TEAM TOTALS
	Vlad Gavrilovic	Jason Espie	Planner/ Designer	Firm Subtotal	Milt Herd	Firm Subtotal	
Task 1 Project Initiation	0	10	24	34	6	6	40
Task 2 Project Communications, Site Visit, Interviews	1	16	5	22	12	20	42
Task 3 MindMixer Development	0	6	32	38	2	2	40
Task 4 MindMixer Content/ Workshop Preparation	1	11	24	36	14	14	60
Task 5 Conduct Two Public Workshops	0	34	32	66	32	32	98
Task 6 Finalize and Present Town Vision	1	20	20	41	14	14	55
Hours Subtotal	3	97	137	237	80	80	317
Burdened Hourly Rate (Excl expenses)	\$ 186	\$ 115	\$ 90		\$ 120		
Labor Cost Subtotal	\$ 558	\$ 11,179	\$ 12,371	\$ 24,108	\$ 9,600	\$ 9,600	\$ 33,708
Direct Costs							
Mileage for two persons, for three site visits		Miles	\$0.55	\$ 204	\$182		
Meals and Incidentals				\$ 200	\$100		
MindMixer licensure (1200 set up, 200 per month @ 6)				\$ 2,200			
Plotting posters (30"x40")		12 Poster @	\$20	\$ 240			
Reproduction		4000 copies @	\$0.10	\$ 400			
Meeting supplies, Misc				\$ 267			
Direct Cost Subtotal				\$ 3,511		\$ 282	
TOTAL				\$ 27,619		\$ 9,882	\$ 37,500



FRONT ROWAL TOWN VISIONING PROJECT



APRIL MAY JUNE JULY AUGUST SEPTEMBER

Task 1 Task 2 Task 3 Task 4 Task 5 Task 6

ATTACHMENT B

PROPOSAL SPECIFICATIONS

SCOPE OF WORK - FRONT ROYAL TOWN VISIONING PROJECT

February 28, 2013

SCOPE OF SERVICES.....	2
Task 1 – Project Initiation.....	2
Task 2 – Project Communications, Initial Site Visit and Public Workshop 1.....	3
Task 3 – MindMixer and project Web 2.0 Outreach	4
Task 4 – Workshop preparation and materials.....	5
Task 5 – Public Workshops.....	5
Task 6 – Finalize Vision Framework and Present Town Vision Plan	6
SCHEDULE.....	7

SCOPE OF SERVICES

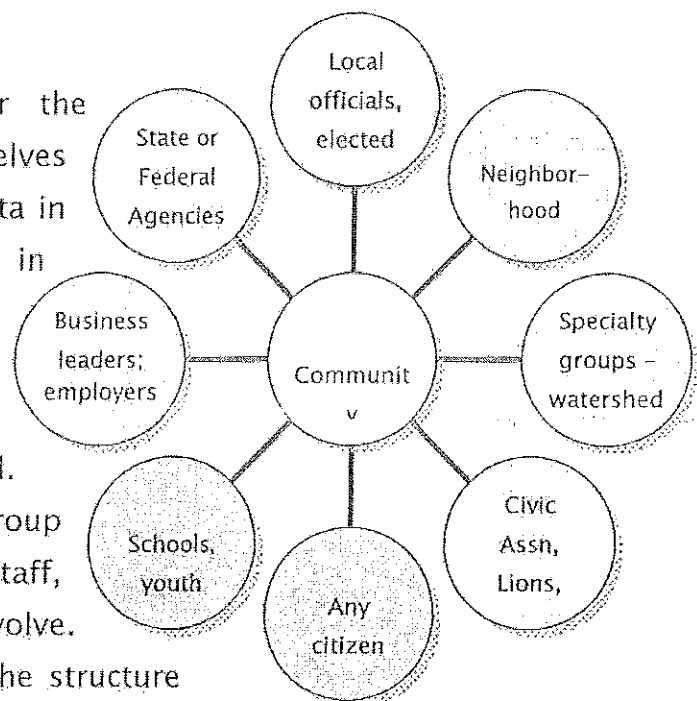
This scope is organized into tasks that have a logical flow that is illustrated in our schedule section. It is based on the scope submitted in response to the RFP, but incorporates the need to include another meeting as part of the process. The scope process adheres to a six month timeframe from initiation to presentation of the final Vision Framework report.

TASK 1 – PROJECT INITIATION

The purpose of this phase is for the consultant team to familiarize themselves with existing plans, documents and data in preparation the first public workshop in Task 2. A kickoff teleconference call at the very outset with the Project Team will be made and the purpose and background documentation discussed.

The Project Team is a small working group of the Consultant Team and Town staff, and any others the Town wishes to involve.

This is a coordination team to guide the structure and process of the Visioning but ideally is a close-knit working group of 5-8 +/- persons who will participate in on-going conference calls (see Task 2). The Town will provide the Consultants with any available documentation, plans, any available GIS data, or other relevant topics of discussion in this phase. The Consultants will review existing resources and other information that is included within the document prepared by the Technical Review Committee (TRC) of the Planning Commission, titled Preliminary Report of Existing Resources (September 2012). Also as part of this phase the Consultants will draft a public participation outline. This outline is essentially a more detailed process description for the visioning and will cover the list of activities and roles and responsibilities of the Consultant and the Town moving forward. This outline will become the playbook for



the process. In preparation for Task 2 and the initial site visit and interviews, the consultant team and Town staff will jointly build a stakeholder outreach list, and conduct initial outreach efforts such as email and website updates (Town). The consultants will advise the Town on ideal outreach methods and can assist with the development of materials such as flyers, a graphic logo, etc. The schedule for the project, including ideal dates for major events and milestones should be reviewed, during this task and refined in subsequent tasks.

TASK 2 – PROJECT COMMUNICATIONS, INITIAL SITE VISIT AND PUBLIC WORKSHOP 1

Renaissance is committed to maintaining constant contact with the Project Team through regular email updates and on-going conference calls or GoToMeeting with web screen sharing as needed. The RFP requests that the Consultant shall communicate all activities with the Town, and this task honors that need for ongoing communication. The schedule diagram has an icon to indicate these regular communications calls with the Project Team. There are three in-person site visits by Consultants to Front Royal, one towards for each public workshop, and a final one at the end of the project to present the vision framework product.

The primary focus of Task 2 is the site visit, initial stakeholder interviews and completion of an initial assessment. Stakeholder interviews are an opportunity for the consultants to hear directly from engaged and knowledgeable individuals about the primary issues, opportunities, or challenges. The results of these interviews is kept anonymous, but will be synthesized into information that will help frame the values, goals and ultimately influence the final vision. One-on-one, or small group, talking sessions provide opportunities for candid feedback that can help the Consultant team understand the context and issues. Ideal candidates to interview are those that are most engaged and have valuable knowledge of the community, and could be from any of the key stakeholder groups listed in the diagram above. It is understood that Town Staff would like help in identifying citizens interested in volunteering in the drafting process of the Comprehensive Plan, and this assistance will occur primarily in these tasks, but ultimately will continue throughout the process as it evolves.

During this site visit, the Consultants will work to understand and discuss specific priorities and preferences for future development and redevelopment in the Town of Front Royal and surrounding areas, including, but not limited to the Avtex Property, Front Royal Historic District, Urban Development Areas (UDAs), and the Town's Entrance Corridors (Rt. 55 & Rt. 340).

At the conclusion of Task 2 an "Understanding the Context" summary memo will be prepared that outlines the findings of the research, site visit, and interview process. The summary findings of this of Tasks 1 and 2 will be used in Task 3 to generate content and develop the MindMixer site in preparation for launch.

TASK 3 – MINDMIXER AND PROJECT WEB 2.0 OUTREACH

Renaissance is proposing the use of an innovative web-based, public engagement tool called MindMixer. We are confident this tool will address the stated RFP need to provide a variety of outreach opportunities. Task 3 is anticipated to help develop and customize the MindMixer site. Web based tools and social media sites will not replace the importance of face-to-face meetings, but when utilized and structured meaningfully around a key public event, the tool can leverage and add great value to broaden the overall engagement experience. The web has become more sophisticated in just the past few years. With the increasing popularity of social media sites, the expectation on improved and more interactive web-based experiences has increased. People want opportunities to share, comment, link and provide feedback.

MindMixer offers such a platform and Renaissance is experienced in using MindMixer. On the back end, MindMixer administrators have access to information about users of the site that make analysis and understanding input provided more robust. Some standard tools that MindMixer has are surveys, idea polling, voting (or seconding) ideas, and identifying community assets (marking on Google maps). These tools can be customized to a processes needs and goals. The Other Materials section contains some additional information on the MindMixer platform.

This task will work to set up and create the MindMixer site so that it can be used to generate ideas, identify core community values and obtain survey information in advance of the primary public event that is the Vision Workshop (one of two public workshops scheduled). The site will be developed and launched prior to the first

public visioning workshop. The MindMixer site will be customized based on input from the first workshop. The MindMixer site will provide a public venue for input so that we don't enter the workshop cold but have had some time to generate ideas, values, and elements of the vision prior to the workshop. It is understood that not everyone uses the web. Conversely, not everyone attends public meetings either so providing opportunities for meaningful interaction both in person and virtually are more important than ever in today's busy world where there is a lot of competition for our time and attention. Creating the site content will require a team effort and input from the Town staff and elected officials. Typically the Mayor or lead elected official will introduce the project via a short YouTube video that is posted on the site. Renaissance will assist the Town in producing this video, will contract with MindMixer to set up the site and craft it so it supports the vision workshop and process. The deliverable of this Task is the public launch of the MindMixer site. An internal conference call with the project team will be time to review and make any final modifications to the site prior to the public launch. The launch will conclude Task 3 and start Task 4, the preparation for the final workshop.

TASK 4 – WORKSHOP PREPARATION AND MATERIALS

The Consultant team will work during this task to a) oversee and learn from on-going MindMixer interactions, and b) prepare workshop materials, agenda and exercises for the second public workshop. The Consultants will work closely with the project team to monitor and encourage online participation and progress, and to interpret and utilize input received into the design of the workshop agenda and exercises. The deliverables for this phase are the products to be used for the workshop, including an agenda, a workshop presentation that summarizes key issues from the first public workshop, and a summary of MindMixer inputs to date.

TASK 5 – PUBLIC WORKSHOPS

This task focuses around the coordination and facilitation of the projects two public workshops. These events are primary public, in person events of the Visioning effort. The first workshop would be a 3-4 hour event. The second could be an open house format, which could be 2-3 hours in time frame. Both final workshops could be timed to either be an evening (afterwork) meeting, or a half day on a weekend morning. The

exact agenda and detailed exercises for this workshop will need to be developed and agreed upon during the process itself, but attention will be paid to structure the sessions so they maximize opportunities for dialog and input. Attention will be paid to sessions that help to identify specific and general priorities, recommendations and conclusions that are based on those values, needs, goals and aspirations.

At workshop one, the key values, issues and opportunities generated during the MindMixer effort will be presented and will be used as a springboard for working on a final vision statement and framework. Activities will be designed to allow for the exchange and refinement of ideas, and consensus building for the vision framework.

Workshop two, the second public event, could take a different tone – one that is geared more towards an open house style. An open house format typically allows people to come at anytime during a period (typically 2–3 hour timeframe), and where people can come and review the results of previous workshops. The open house format is one option. If the project team decides that this second meeting needs to follow a similar format, with more follow on ‘hand on’ exercises like the first, then the agenda can be adjusted as needed. The important aspect of this workshop is that it builds on all efforts to date and helps review and finalize the vision and its elements.

The Consultants will provide the lead facilitation for the both events. Town staff will be expected to assist with some of the small group facilitation exercises, under the guidance of the Consultant lead facilitators. The primary deliverable for this task is a quick summary and synthesis of the first workshop results, which will be assembled for final review at the second workshop at the end of Task 5. Thus the primary deliverable for Task 5 will come mid-task. The work of incorporating any input from the workshops into a final vision framework document will occur in Task 6.

TASK 6 – FINALIZE VISION FRAMEWORK AND PRESENT TOWN VISION PLAN

The consultants will work during this last task to prepare and edit as necessary, a final report into a Vision Framework document. The Vision Framework will contain a summary of key issues and findings from data and information collected and reviewed earlier. The Vision Framework will contain descriptive text, and shall include visual sources of information, such as, but not limited to, concept plans, design

details, artistic renderings, illustrations, charts, and graphs produced in other documents or as part of the vision process materials generation in earlier tasks.

At the conclusion of this phase the consultant will make a site visit to present the final report to the Planning Commission and Town Council. It is understood from the RFP that the Town staff may desire additional services related to reviewing and updating the Town's Comprehensive Plan may be sought after the completion of the visioning exercise. The price proposal has allotted a final four hours of time following the final presentation to assist Town staff in an advisory role to help assimilate the vision products into the Comprehensive Plan update effort. If more substantial time investments are needed beyond this, the Consultant team would be pleased to provide additional services as part of additional Task orders, to assist the Town as they require.

SCHEDULE

A schedule illustrating the process as described in the Scope of Work is presented on the following page, based on our understanding of the Request for Proposal. It is designed to meet a six month schedule with an anticipated start date of April 2013. If necessary the schedule can be expanded or compressed to allow for flexibility of scheduling over the summer months.

Town of Front Royal, Virginia Work Session Agenda Form

Date: March 18, 2013

Agenda Item: Board of Zoning Appeals (BZA) Term Expires

Summary: Stephen R. McKee was appointed by the Judge of the Warren County Circuit Court on May 22, 2008, after recommendation by Town Council. Mr. McKee's 5-year term ends May 1, 2013. Mr. McKee would like to be considered for recommendation for appointment to another 5-year term, ending May 1, 2018.

Council Discussion: Council takes desired action

Staff Evaluation: N/A

Budget/Funding: N/A

Legal Evaluation: N/A

Staff Recommendations: N/A

Town Manager Recommendation: N/A

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action
Consensus Poll on Action: ____ (Aye) ____ (Nay)