



January 7, 2021

Mark Johnson
Project Manager
City of Hollywood
Department of Development Services
P.O. Box 229045
Hollywood, FL 33022-9045

RE: *Dixie Highway Public Engagement*

Dear Mr. Johnson:

Please find attached the public engagement study proposal for the above-referenced project.

Please contact me at (954) 535-5104 or stewart.robertson@kimley-horn.com should you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Stewart E. Robertson".

Stewart Robertson, P.E.
Vice President

DIXIE HIGHWAY CORRIDOR PUBLIC ENGAGEMENT

SCOPE OF SERVICES

CITY OF HOLLYWOOD

Project Background

The Broward Metropolitan Planning Organization (MPO) identified the Dixie Highway corridor as a priority project within the Complete Streets Master Plan (CSMP) adopted in February 2019. The limits of the MPO's CSMP project are along Dixie Highway from County Line Road to Sheridan Street (including 21st Avenue in Hollywood and 1st Avenue in Hallandale Beach), which encompasses the corridor limits. The City of Hollywood and the City of Hallandale Beach have also identified the Dixie Highway corridor as an important municipal goal for Complete Street conversion. The proposed Complete Streets project repurposes road space to fill in sidewalk gaps and add bicycle lanes, on-street parking in commercial areas, and landscaping buffers.

In May 2019 the City of Hollywood and the City of Hallandale Beach worked collaboratively on a traffic study for the Dixie Highway corridor. The results of the traffic study demonstrated that the corridor will operate at adopted level of service standards during peak period traffic conditions after implementation of the Complete Streets project. The traffic study results indicate no adverse impacts to the study area roadway segments from the proposed lane repurposing and traffic diversion is less than the Broward County de minimis upper threshold of 3%.

The traffic study was presented to the Broward County Complete Streets Team in June 2019. The Complete Streets team recommended that the traffic study advance to the Broward County Commission, which heard the item in November 2019. The County Commission required that additional public engagement activities occur before considering the item for approval.

The City of Hollywood (City) and Hollywood Community Redevelopment Agency (CRA) developed the Dixie Highway/21st Avenue Corridor Retrofit Plan in 2014. The Plan recommended converting the Dixie Highway and 21st Avenue corridor into a Complete Street, transit-ready corridor that provides access to the proposed Tri-Rail Coastal Link commuter rail station and links to several residential and commercial neighborhoods.

The Broward County Planning Council approved a Trafficways Plan Amendment to add the Context Sensitive Corridor Designation to Dixie Highway/21st Avenue throughout the City. The application for the Amendment included typical sections, concept plan views, and a City Commission resolution of support. The corridor retrofit roadway redesign concept included two 10-foot travel lanes in each direction, on-street parallel parking, buffered bicycle lanes with a door zone, a greenway trail along the Florida East Coast (FEC) Railroad, and wide sidewalks with street trees. Implementation of this concept requires repurposing a travel lane within existing sections that currently have three or four travel lanes per direction.

Purpose, Objectives, and Study Area

1. Purpose

The primary purpose of this project is to conduct public engagement activities for the proposed lane elimination on the Dixie Highway corridor (including 21st Avenue in Hollywood and 1st Avenue in Hallandale Beach) for submittal to Broward County for review by the Complete Streets Team. The public engagement activities are prepared based on Broward County's municipal-level Community Awareness Plan (CAP) guidelines for lane elimination proposals.

2. Objectives

The specific objectives of this study are to analyze the following aspects of the proposed lane elimination. The following aspects are required by Broward County to review and evaluate the lane elimination proposal.

- Public Meeting/Workshop Notifications – Kimley-Horn will support the City of Hollywood and the City of Hallandale Beach by preparing content for release to the public including project map, written description, project limits, flyers, graphics, renderings, and aerial photo images.
- Public Meeting/Workshop Preparation – Kimley-Horn will facilitate and host a virtual public engagement program for the Dixie Highway project, which will include a Project Story Map, online comment form, and a virtual public meeting.

The following aspects are requested by the municipalities.

- City Commission Updates – Kimley-Horn will support the Cities by participating in one-on-one update meetings with Commissioners and a formal presentation to each City Commission individually.

3. Study Area

The study corridor is Dixie Highway (southbound) and 21st Avenue/1st Avenue (northbound) in the Cities of Hollywood and Hallandale Beach.

Work Tasks

This scope of services is organized into three (3) tasks listed below. Detailed descriptions follow.

1. Notifications
2. Virtual Public Workshop Preparation and Facilitation
3. City Commission Updates

1. Notifications

Kimley-Horn will prepare the following deliverables for the Notifications portion of the project.

- Draft project flyer (to include project limits, project description, project map, and written information about the project including a summary of traffic study results)
- Up to three draft typical sections that display before-and-after modifications in key project areas of the Dixie Highway corridor within Hallandale Beach (included only in City of Hallandale Beach fee)
 - It is assumed that the Hollywood typical sections prepared in the Dixie Highway/21st Avenue Corridor Retrofit Plan in 2014 are suitable for use for this purpose
- Up to four planimetric view aerials of proposed modifications within limited geographic sections, generally considered to be two in Hollywood and two in Hallandale Beach, that illustrate the proposed allocation of space and laneage modifications
- One digital rendering of the proposed future conditions in the Hallandale Beach area at a location determined by City of Hallandale Beach staff (included only in City of Hallandale Beach fee)
 - It is assumed that the digital rendering of N 21st Avenue at the proposed Hollywood FEC Train Station prepared in the Dixie Highway/21st Avenue Corridor Retrofit Plan in 2014 is suitable for use in this purpose

City of Hollywood and City of Hallandale Beach staff will prepare the following deliverables for their respective cities.

- Draft e-mail notification for elected/appointed public officials and agencies
- Distribution list stored in an Excel file
- Draft mass mail-out list
- News releases and/or advertisements
- Municipal contact person(s)
- Notice of public workshop

2. Public Meeting/Workshop Preparation

Kimley-Horn will prepare the following deliverables for the Public Meeting/Workshop portion of the project.

- Project Story Map using ArcGIS Online, which will provide a virtual platform to display project photos, written narrative, and content created in the Notifications task
 - Kimley-Horn will host the Project Story Map and provide a weblink to the Cities that can be used to place on their websites and social media
- Online comment form using ArcGIS Survey 123 that will be available on the Project Story Map for participants to answer questions and provide written comments about the project
- One virtual public workshop using a platform mutually determined by Kimley-Horn and the Cities

3. City Commission Updates

Kimley-Horn will prepare the following deliverables for the City Commission Updates portion of the project.

- Development of presentation material and attendance at up to two (2) virtual presentations for City of Hollywood Commission meetings
- Development of presentation material and attendance at up to two (2) virtual presentations for City of Hallandale Beach Commission meetings
- Preparation for and attendance at up to two coordination meetings with the Broward MPO and Broward County Complete Streets Team
- Final report/deliverables documenting results of public outreach activities in accordance with Broward County's municipal-level Community Awareness Plan

Provision of Work

A. Fee.

KHA will perform the services described in Tasks 1 through 3 for a lump sum not to exceed professional fee in the total amount of **\$41,800.00**. **The total lump sum amount of \$41,800.00 includes all expenses.** Below is a summary of our rates and estimated staff hours. The rates referenced match the agreed upon rate schedule in the Professional Services Agreement between the Hollywood Community Redevelopment Agency (CRA) and Kimley-Horn Associates for professional services dated February 13, 2018.

Staff Classification & Hourly Rates:	Principal	Project Manager	Senior Planner	Project Engineer	Graphic Designer	Analyst	Admin/ Clerical	Total Lump Sum Task Fee
Task Description	\$280.00	\$230.00	\$185.00	\$160.00	\$140.00	\$110.00	\$75.00	
Task 1: Public Meeting/Workshop Notifications	2.0	16.0		20.0	20.0	40.0	6.0	\$15,090.00
Task 2: Public Meeting/Workshop Preparation	2.0	16.0	24.0		8.0	80.0	2.0	\$18,750.00
Task 3: City Commission Updates		24.0			8.0	12.0		\$7,960.00
Total Hours:	4.0	56.0	24.0	20.0	36.0	132.0	8.0	\$41,800.00

The City of Hollywood's portion of the fee amount is **\$21,158.75**. This amount was calculated based on proportion of corridor length (62.5%) minus the cost for the typical sections and rendering that is only included in the Hallandale Beach portion of the fee.

B. Project Schedule.

It is anticipated that the tasks can be completed in nine (9) months; however, this duration is contingent upon meeting schedules.

Additional Services

The following tasks are not part of the initial scope of services, but may be included as additional services if requested by the Client. These services may include, but are not limited to:

- Attendance at additional meetings
- Additional content beyond those items specifically listed in Tasks 1, 2, and 3