

Request for Qualifications |
**Hollywood Marina
Master Plan**



moffatt & nichol



CITY OF
HOLLYWOOD
FLORIDA





Prime
Location



Municipal
Marina



Community
Asset



Jackie Brower, PE, PhD

Project Manager
Coastal Engineer and Waterfront Specialist
Qualifications and Relevant Experience



Florida Native Passionate About Our Backyard



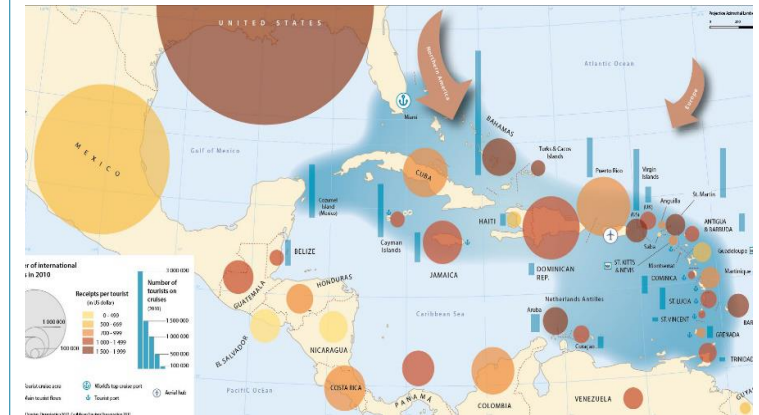
Resident



Local Project Manager

Industry Involvement

Shaping policy on how we approach development along the coast



Waterfront Expert

Our Team

Local Knowledge, Global Expertise



Sheryl Dickey

Public Outreach Lead, Dickey Consulting



Jackie Brower, PhD PE

Project Manager, Moffatt & Nichol



Alex Lazowick, PE

Engineering Lead, KEITH



Scott Lagueux, AICP, LEED AP BD+C

Waterfront Planning Lead, Moffatt & Nichol



Rob Sloop, PE

Grant & Funding Lead, Moffatt & Nichol

We are that partner.



75 Years

Trusted. Proven. Responsive. Passionate.

Local Industry Involvement



Community Outreach



































180+ Broward County Staff



Our Team: City of Hollywood and Marine Stakeholders



Local agency/legislation	Moffatt & Nichol	KEITH	CBE
			Dickey
City of Hollywood			
Broward County			
Hollywood Community Redevelopment Agency & Marine Board			
Marine Industries of South Florida			
South Florida Regional Planning Council			
South Florida Water Management District			
Broward Metropolitan Planning Organization			
Florida Growth Management Legislation			
Florida State Statutes			
Florida Development of Regional Impact Legislation			
Florida Department of Transportation			
Florida Department of Economic Opportunity			
Florida Department of Environmental Protection			



...including marina service industry operators and developers.

Our Process – Wholistic Approach





Our Process – Wholistic Approach





01

Question 1

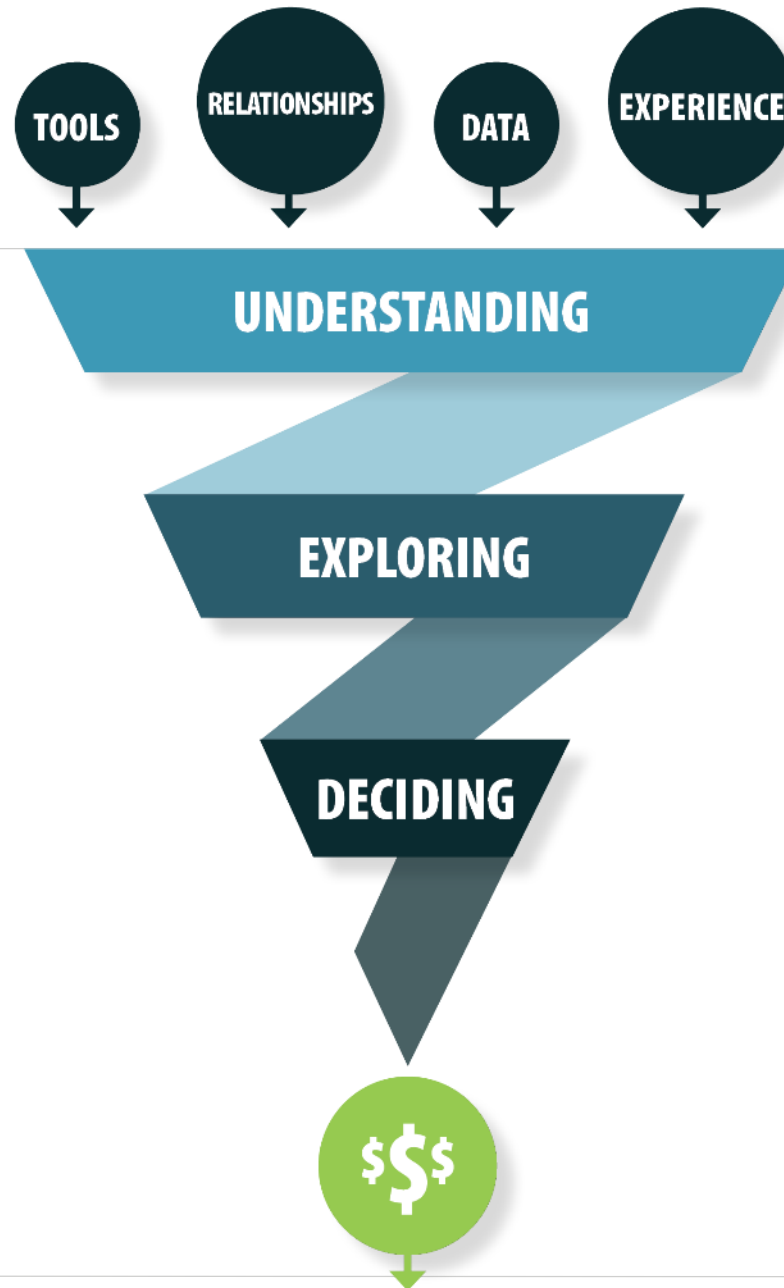
Please explain your data set and methodologies for computing the fiscal impact study

Wholistic
Methodology

Data Verification &
Gap Analysis

Finding & Following
the Money

Methodology



Municipal vs. Private Marina

Valuable Community Service

Review Existing Data & Gap Analysis

Marina Market Study*

Science & Policy

Accessible & Inclusive

Enterprise Fund

Capital Infrastructure Costs

Community Outreach

Grant & Funding Opportunities*

Phasing

Self Sustaining Operations

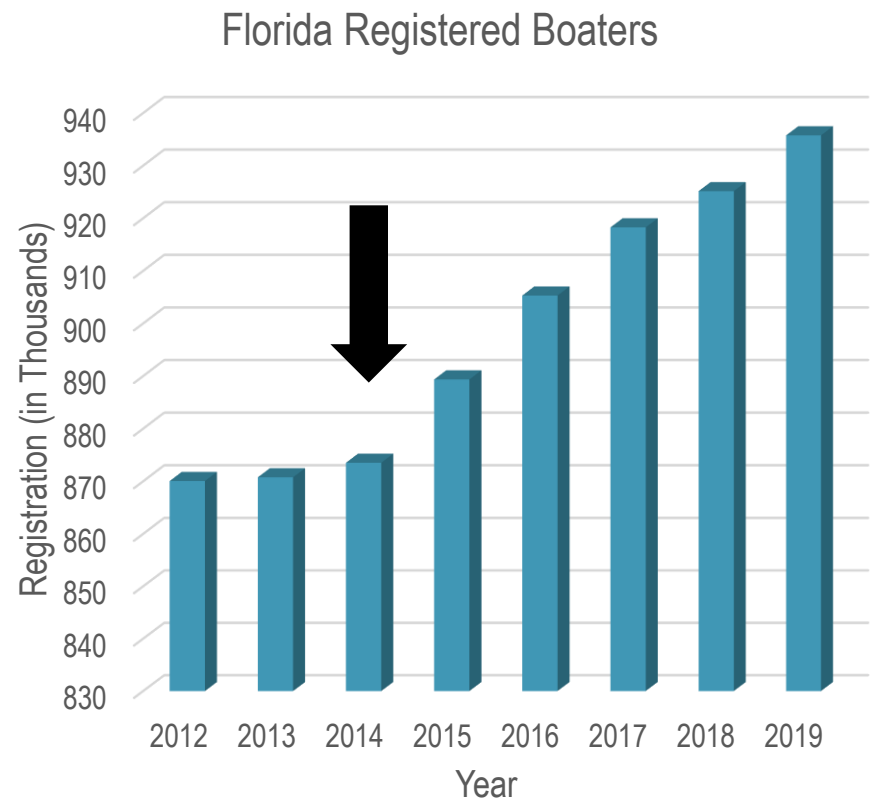
FINDING THE RIGHT, BALANCED PLAN



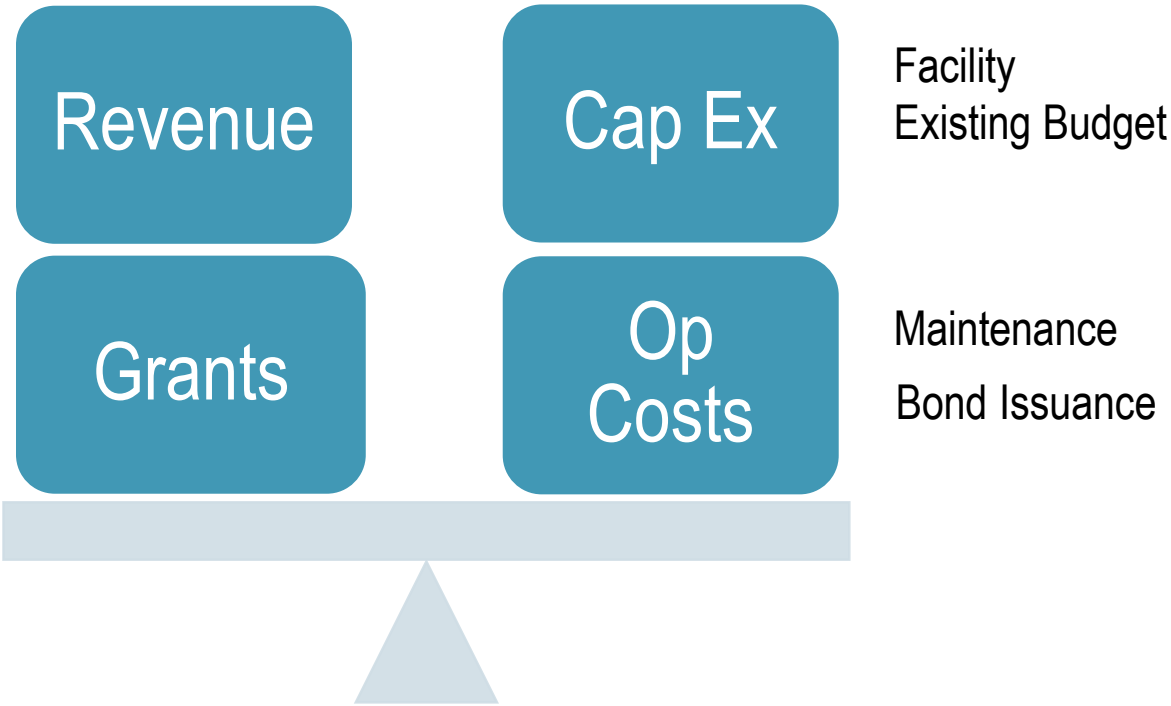


Fiscal Health – Finding the Balance

Challenge to Balance

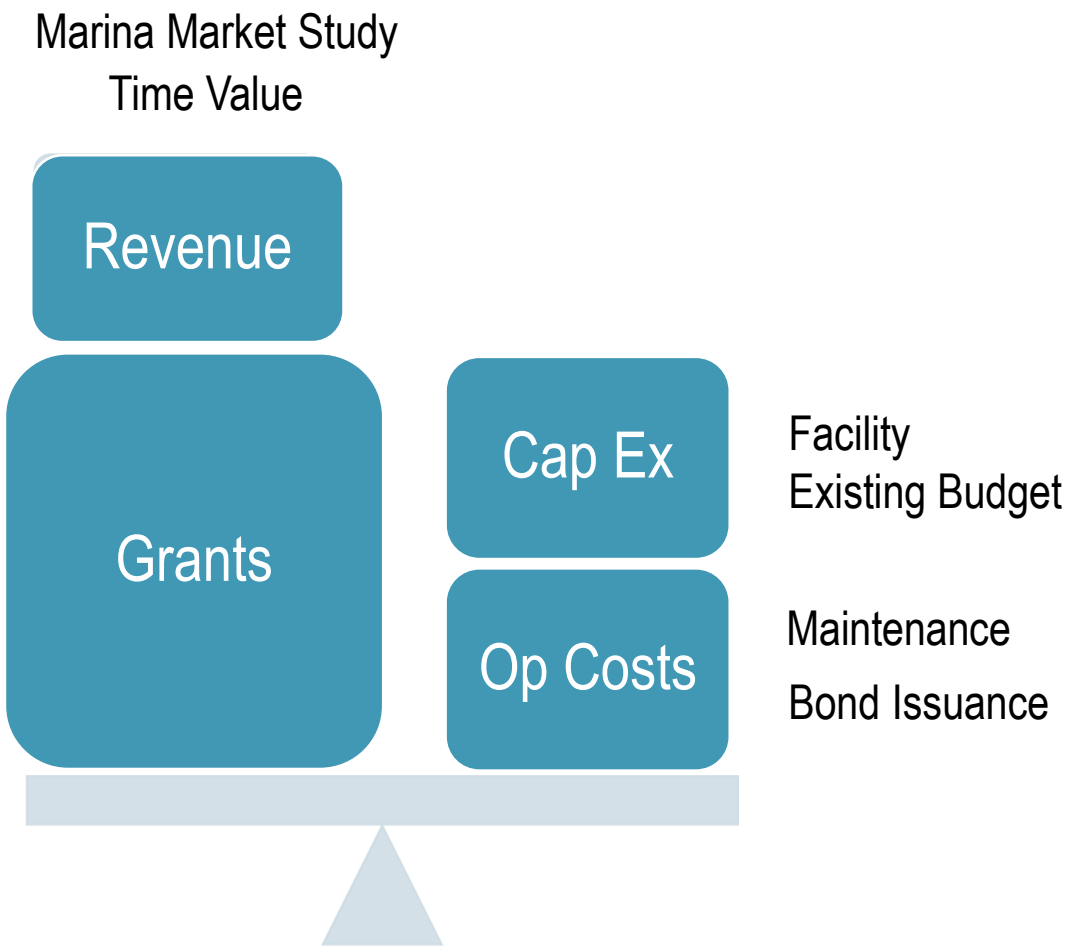
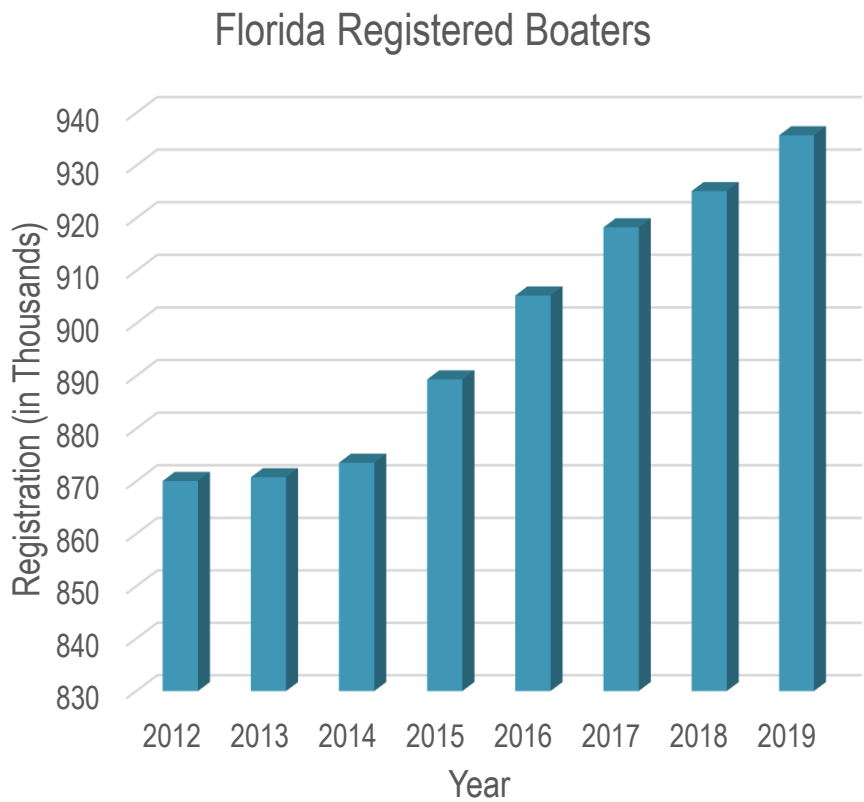


Marina Market Study
Time Value



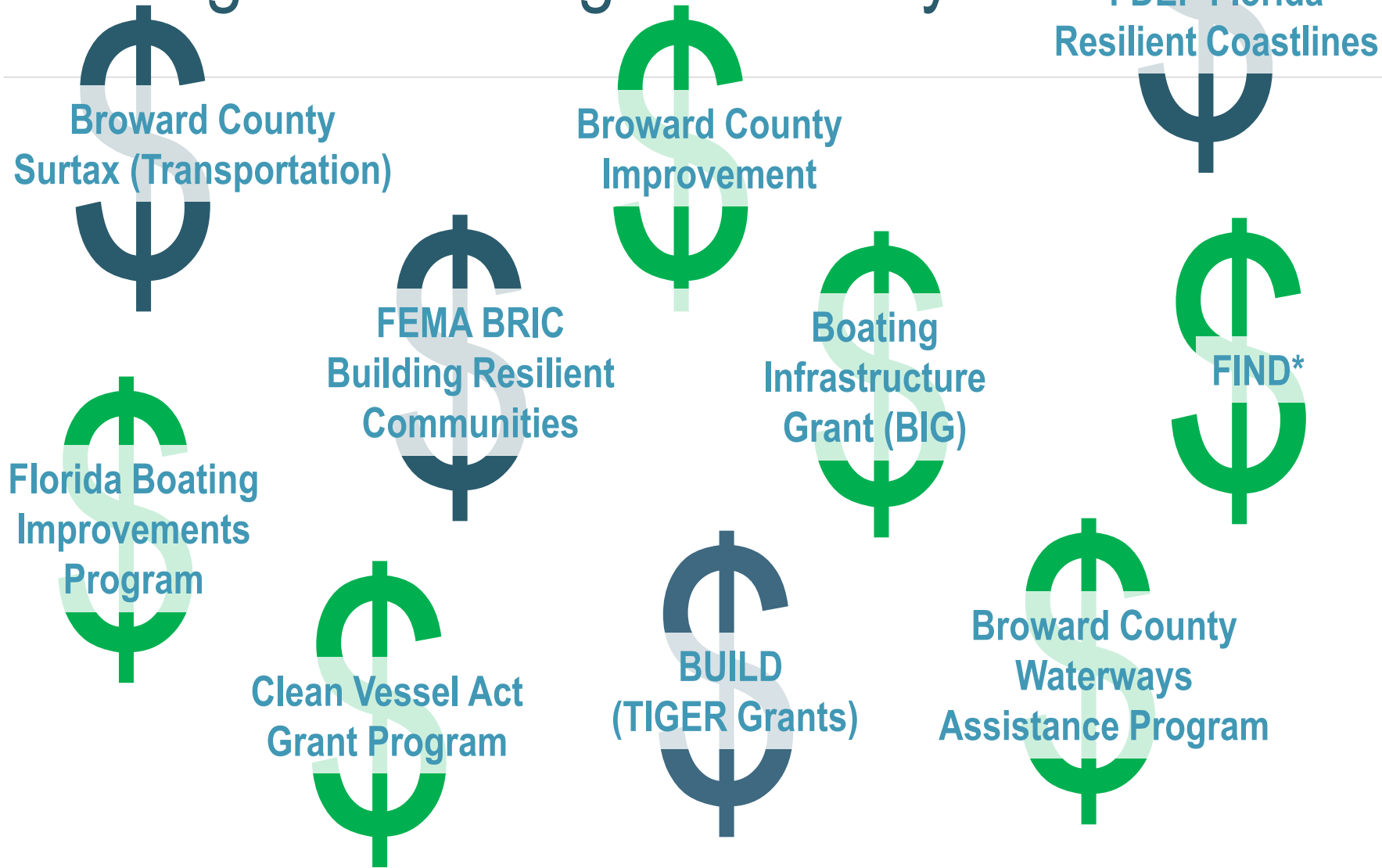


Fiscal Health – Finding the Balance





Finding & Following the Money



1. Find
2. Win
3. Comply
4. Get Paid

Allows Ops & Revenue to prioritize Inclusive, Affordable Access to All

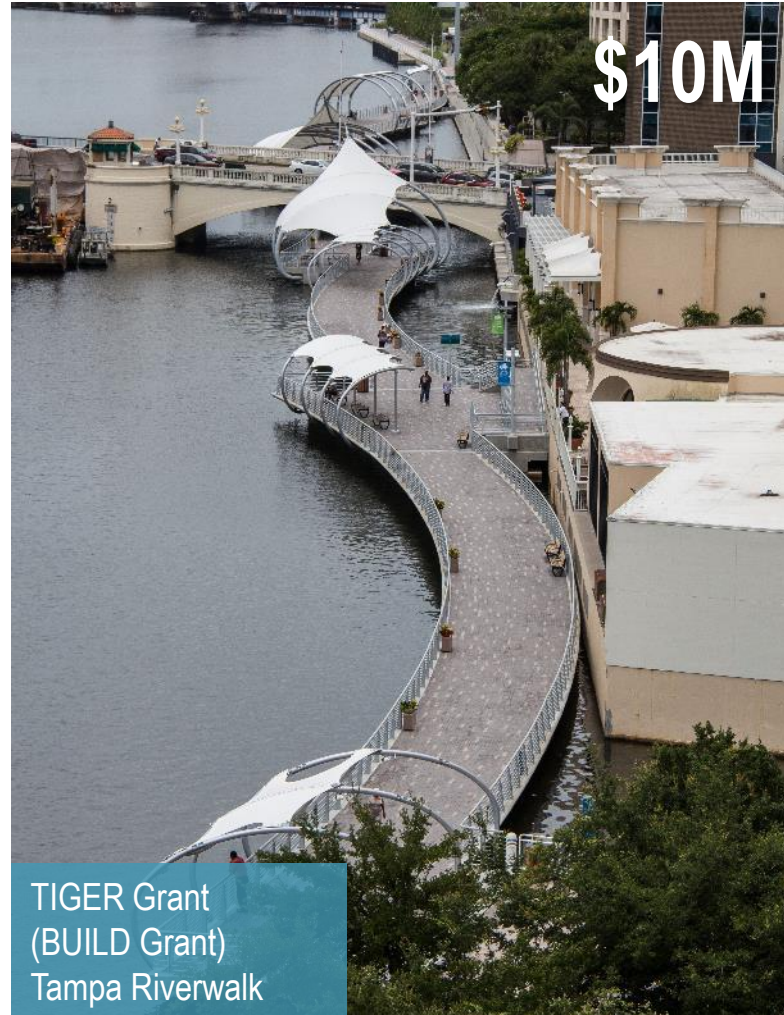
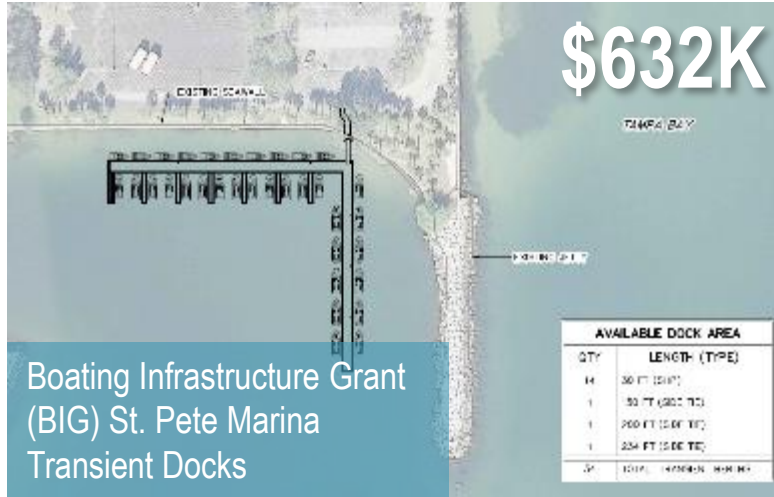
Success & Statistics



88%
Award Rate



\$70M+
Awarded to Our Clients



**We've done this and
will do this for you.**



02

Question 2

Share your process for diverse views during the community outreach process and how you handle passionate people?

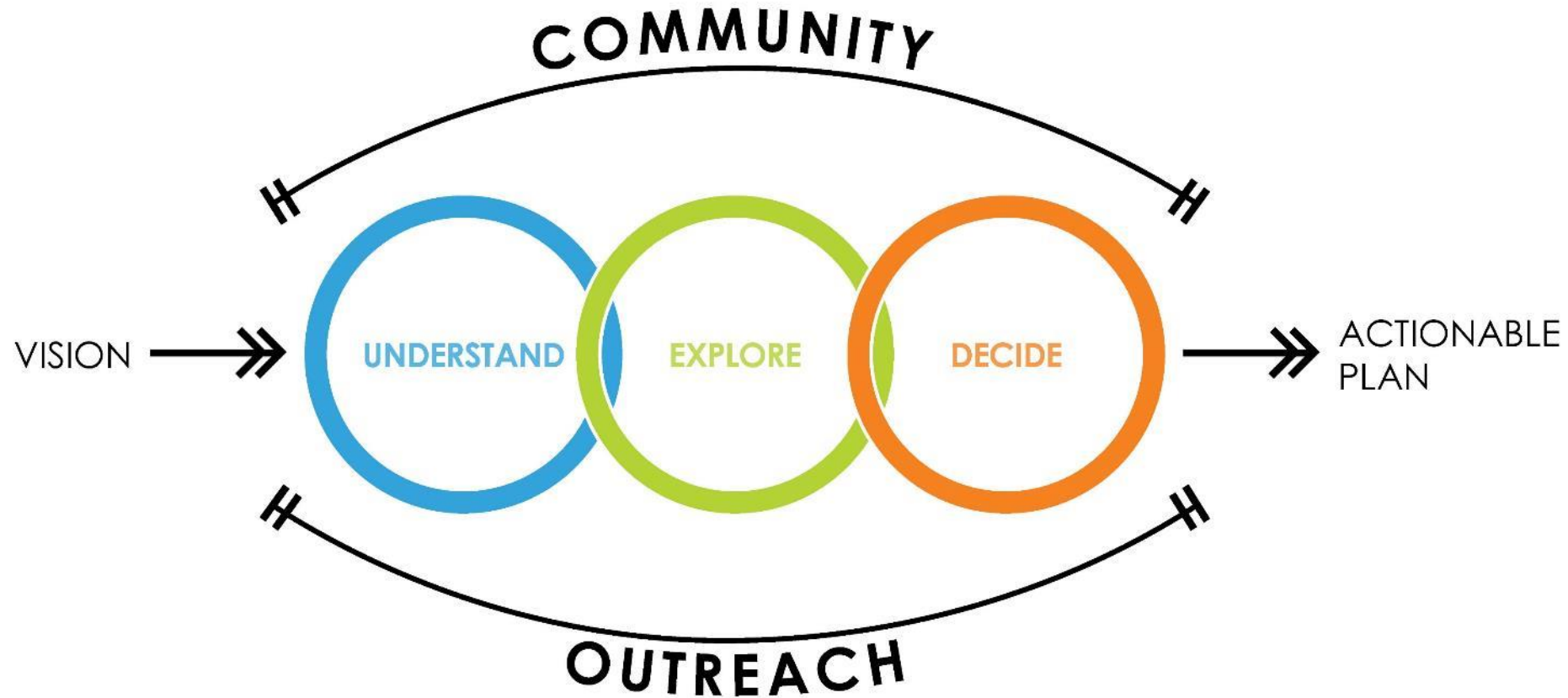
Cross Sectional
Public Outreach

Locally Respected
Lead for Public
Outreach

Development &
Design of Public
Facing Documents



Our Approach is Underpinned by Outreach





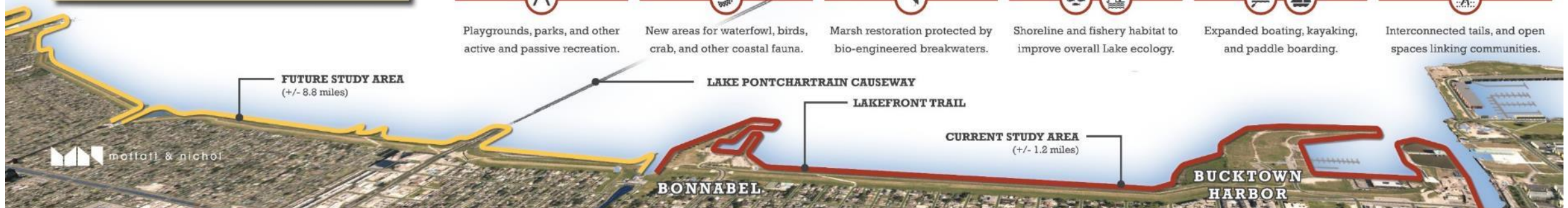
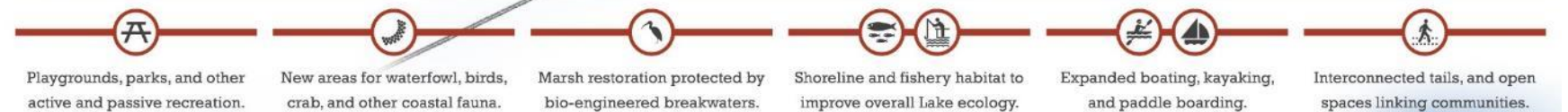
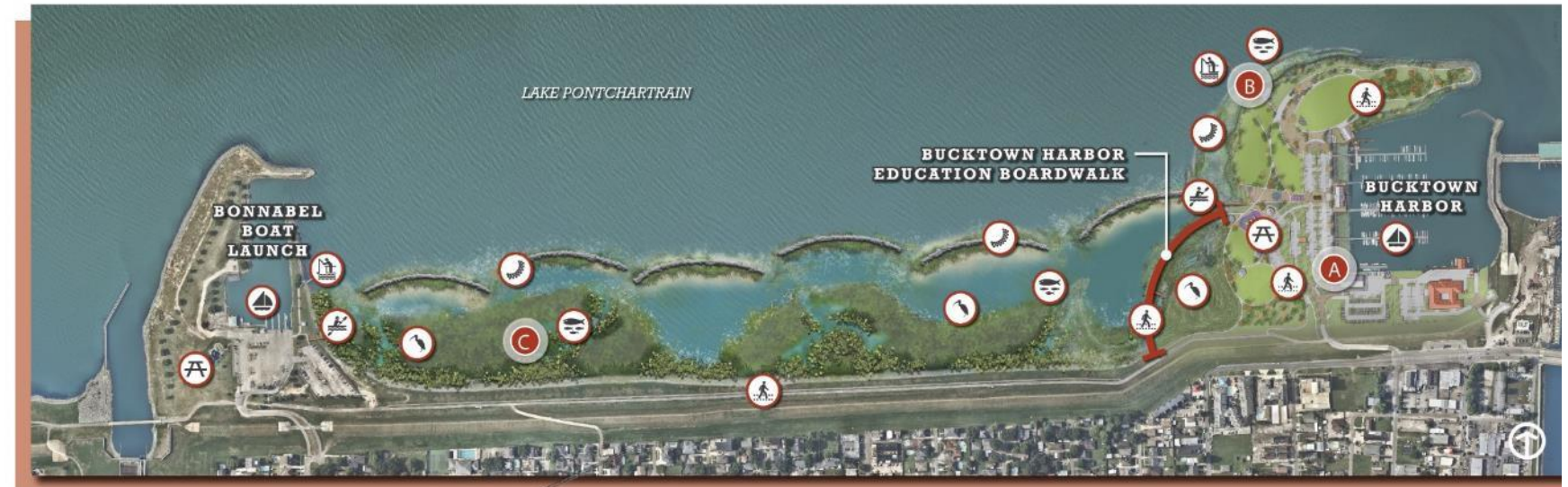
Over the next decade, the lakefront will offer more to see, do, enjoy, and preserve.



In 2018, Jefferson Parish embarked on an ambitious effort to renew its lakefront. **The goal: Create a unique, celebrated lakeside corridor of recreational and natural spaces.** Aligned with this goal is the desire to increase the resilience of the levee system and protect adjacent communities. Restored marsh and other bio-engineered features provide a first line of defense against storm surge and rising lake levels while improving water quality and ecological function.

Starting with Bucktown Harbor, Parish staff, planners, and the community worked collaboratively to develop a vision for 23-acres of parkland and marina facilities. With support from the National Fish and Wildlife Foundation National Resilience Fund Program, planning continued with study of developing a 70-acre living shoreline between Bucktown and Bonnabel—one of the largest of its kind in the U.S.

What's next? Community leaders and planners are working to fund the vision through a variety of public and private sources. Construction of the new Bucktown Harbor Educational Boardwalk is underway. Design is nearing completion of several other feature projects of the new Bucktown Harbor—the Multi-Purpose Harbor Pavilion, new kayak launch facilities, and others. **The hope in 2020 is to extend planning and renewal beyond Bonnabel west to the Causeway and the length of Jefferson Parish's lakefront.** Adding this area creates the possibility for a renewed stretch of +/- 10 miles of Lakefront.



Bucktown and Lake Pontchartrain Lakefront



6 PROJECTS
IN DESIGN



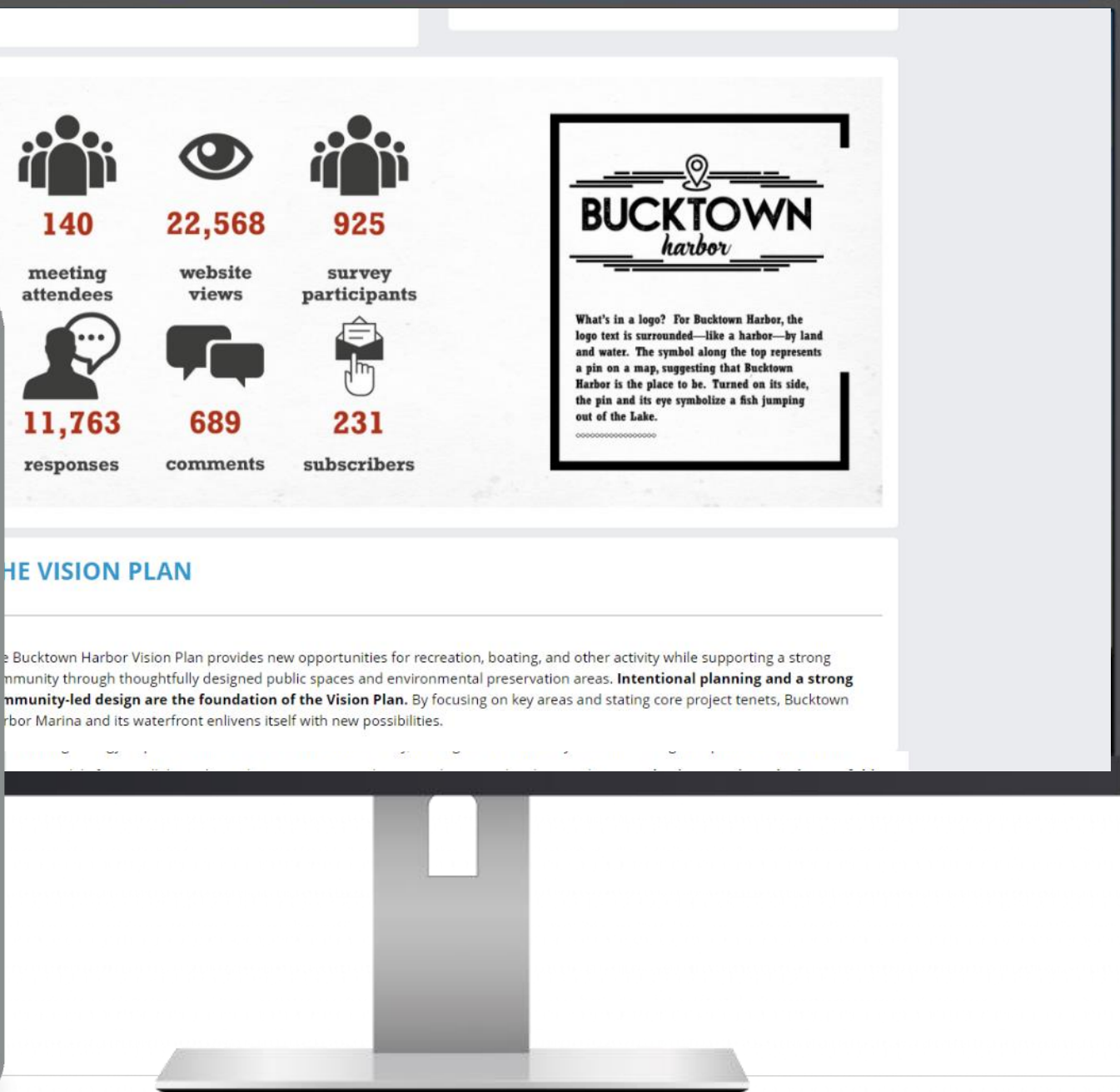
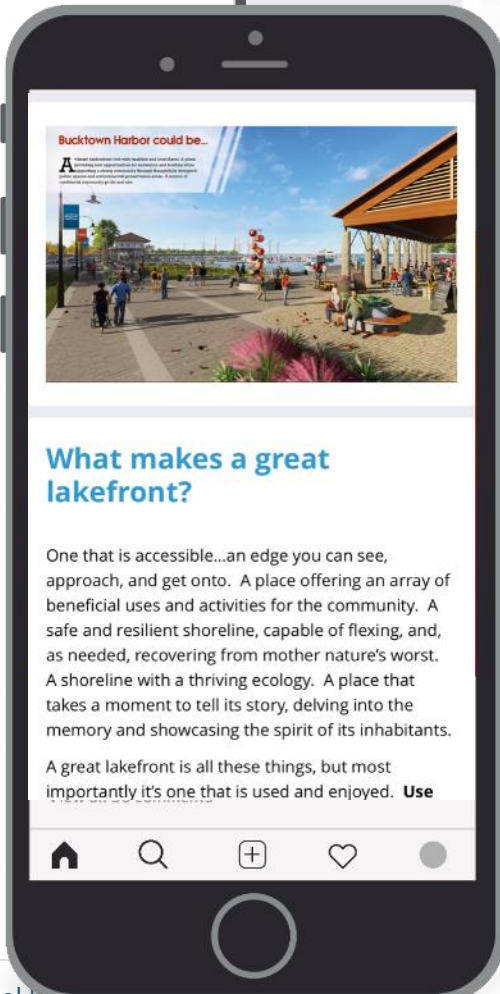
3 PROJECTS
IN CONSTRUCTION



\$5.8M in GRANTS
AWARDED



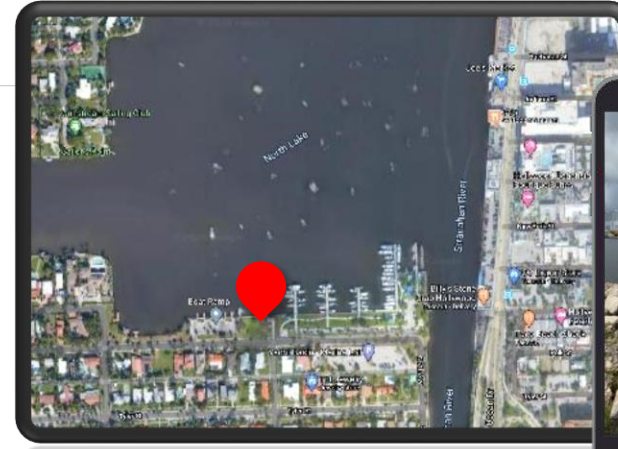
ENGAGED
COMMUNITY



Our Approach is Underpinned by Outreach



Our Approach is Underpinned by Outreach



One-on-One and One-on-Group Stakeholder Meetings
and Teleconferences

Open House Listening and Working Sessions

Comprehensive Digital Platform for Community Survey,
Virtual Meeting, Collaboration, and Information Delivery

Listen, collaborate, iterate, and mediate

Addresses ADA 508 (U.S.) and digital divide

Public Outreach Programs

City of Hollywood Marina

Established track record of local relationships, understanding, and involvement

› Differentiator: About participation as much as messaging – getting people to the table

Clear, transparent, trust building engagement tailored to stakeholders

Extensive experience in implementing communication tools for communities in Broward County:

- Proactive Engagement
- Websites
- 3D Visualization
- Videos and Presentations
- Mass Email Blast
- Advertising and Newsletters
- Surveys (email/phone/digital)
- Social Media
- Workshops/Open Houses/Charrettes



1,800+
Responses



Representing
6 Major
Cruiselines



Date _____
Time _____
Cruise Ship Name _____
Cruise Duration _____
Terminal _____

PORT EVERGLADES
Broward County's Port Everglades
CRUISE PASSENGER SURVEY

Broward County's Port Everglades is conducting a cruise passenger survey in order to better understand and plan our seaport and transportation facilities. Please take a few minutes to assist the Port by answering the following questions.

Thank you very much for your time.

1. What is your gender?
(a) Male (b) Female

2. Where do you currently reside?
City _____ State _____ Country _____

3. How many nights did you spend in the South Florida area before the cruise?

4. Including yourself, how many people (family/friends/associates) are traveling in your party?
(a) Under 18 (b) 18-24 (c) 25-34 (d) 35-44 (e) 45-54 (f) 55-64 (g) 65-74 (h) 75 or older (i) Refused

5. Which is your age group?

6. Where did you **COME FROM** before heading to Port Everglades today? (Please select one)
(a) My home (b) Someone else's home (c) Hotel (d) Work/Office (e) Fort Lauderdale-Hollywood International Airport (f) Miami International Airport (g) Palm Beach International Airport (h) Somewhere else (specify) _____

7. If you stayed in a hotel, what is the name and approximate location?

8. How much did you spend on average per day on each item below while visiting the South Florida area prior to this cruise? (Please estimate)
Lodging \$ _____ Land side tour \$ _____
Food/Beverage \$ _____ Entertainment/Recreation \$ _____
Rental Car \$ _____ Gifts/Souvenirs/Retail Purchases \$ _____ In-town cabs \$ _____
Other (specify) \$ _____

9. How many people in your party were covered by these expenditures above?

10. After disembarking your cruise, how many nights will you be spending in the South Florida area at the end of the cruise? (Enter 0 if disembarking your cruise and live locally or are leaving the South Florida area at the end of the cruise)
Lodging \$ _____ Land side tour \$ _____
Food/Beverage \$ _____ Entertainment/Recreation \$ _____
Rental Car \$ _____ Gifts/Souvenirs/Retail Purchases \$ _____ In-town cabs \$ _____
Other (specify) \$ _____

11. If staying in South Florida, where will you be staying after your cruise (city or area)?

12. How much do you plan to spend per day on each item below while visiting the South Florida area after this cruise?
Lodging \$ _____ Land side tour \$ _____
Food/Beverage \$ _____ Entertainment/Recreation \$ _____
Rental Car \$ _____ Gifts/Souvenirs/Retail Purchases \$ _____ In-town cabs \$ _____
Other (specify) \$ _____

13. How many people in your party will be covered by these expenditures above?

Turn over for Page 2



03

Question 3

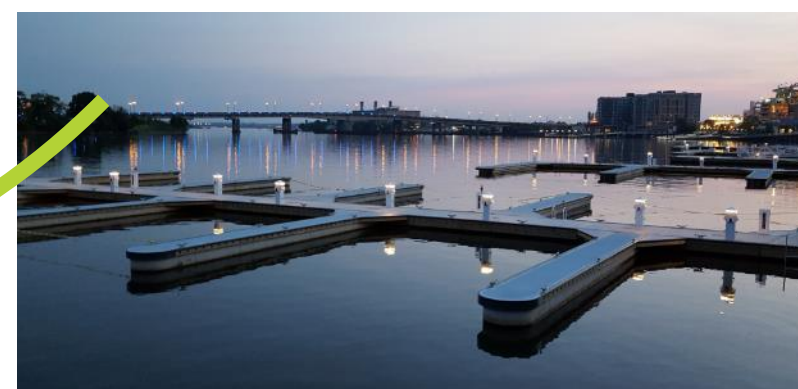
Please elaborate on 2.4(7) – Other ideas to maximize the facility potential

Functional,
Wholistic
Design
Experience

Market Study &
SWOT Analysis

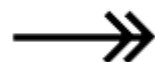
Safe, Attractive
Community
Space

Striking the Right Balance



A Municipal Marina...
Q1 Q2

VISION



UNDERSTAND

EXPLORE

DECIDE



ACTIONABLE
PLAN

... In Your Backyard.

Blend with the Community



SWOT Analysis



Strength

- Public Access
- Fuel
- Dockage
- **Full Service**
- Safety/Police
- Prime Real Estate
- Boat Ramp

Opportunities

- Activate the Waterfront
- **Engage the Community**
- Safety
- Aesthetics
- Education
- Transportation
- Connectivity
- Operations

Weaknesses

- Drainage
- Gates
- **Parking/Traffic**
- Lighting/Safety
- Landscaping
- Shoreline
- Infrastructure

Threats

- **Sea Level Rise/Coastal Hazards**
- Funding
- Maintenance
- Community Discord
- COVID Pandemic
- Macroeconomics





Activate & Connect to the Waterfront





04

Question 4

What is your plan of action for staying on schedule in the event of any Covid-19 related disruptions?

PM Controls
& Living
Documents

Virtual
Collaboration
Process

Current Broward
County COVID
Experience

Proposed Project Schedule

TASKS

Stage 1 – Project Kick-Off, Data Collection, and Initial Assessment

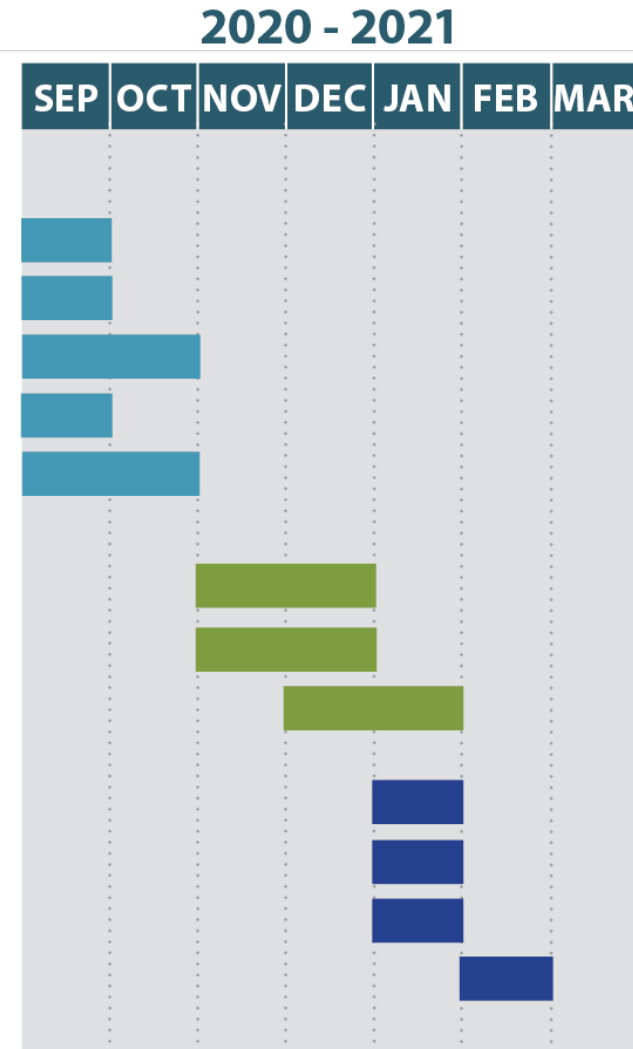
1. Project Kickoff Meeting
2. Facility Assessment
3. Marina Market Study
4. Data Review & Gap Analysis
5. Initial Community Work Session

Stage 2 – Technical Studies and Initial Concept

1. Alternatives Analysis & Program Development
2. Economic Analysis & Grant Research
3. Community Meetings

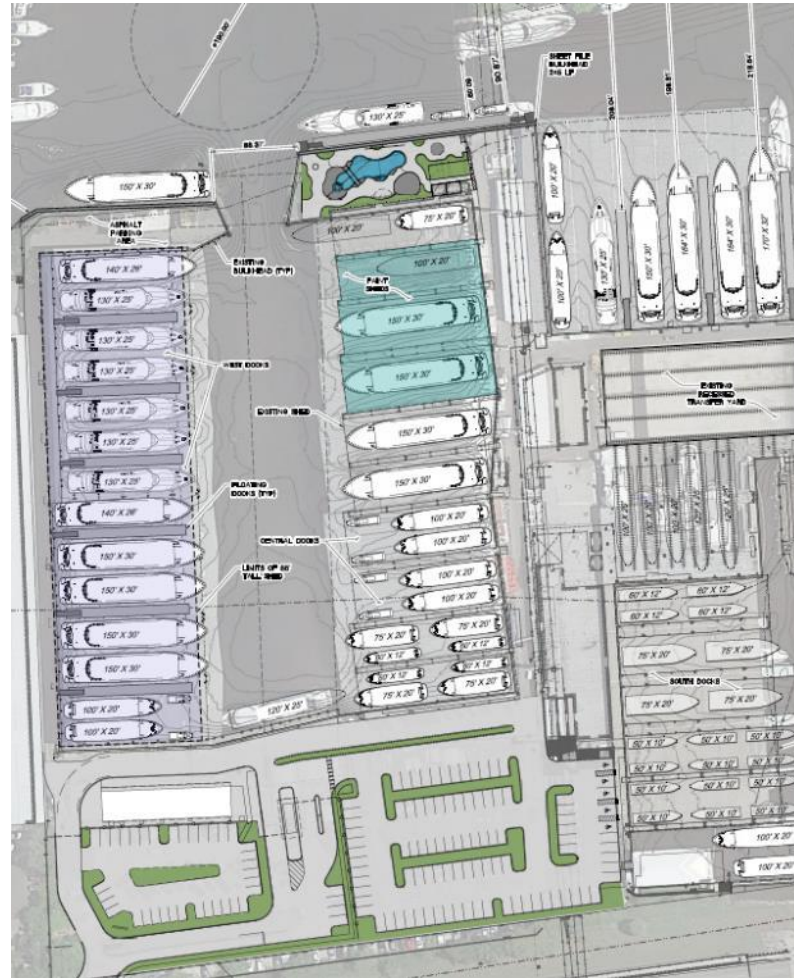
Stage 3 – Implementation, Final Plan Preparation and Roll-Out

1. Draft with Alternatives for City Review
2. Final Community and/or Public Meeting
3. QA/QC
4. Final Marina Master Plan Report and Roll-out





Current Broward County Projects

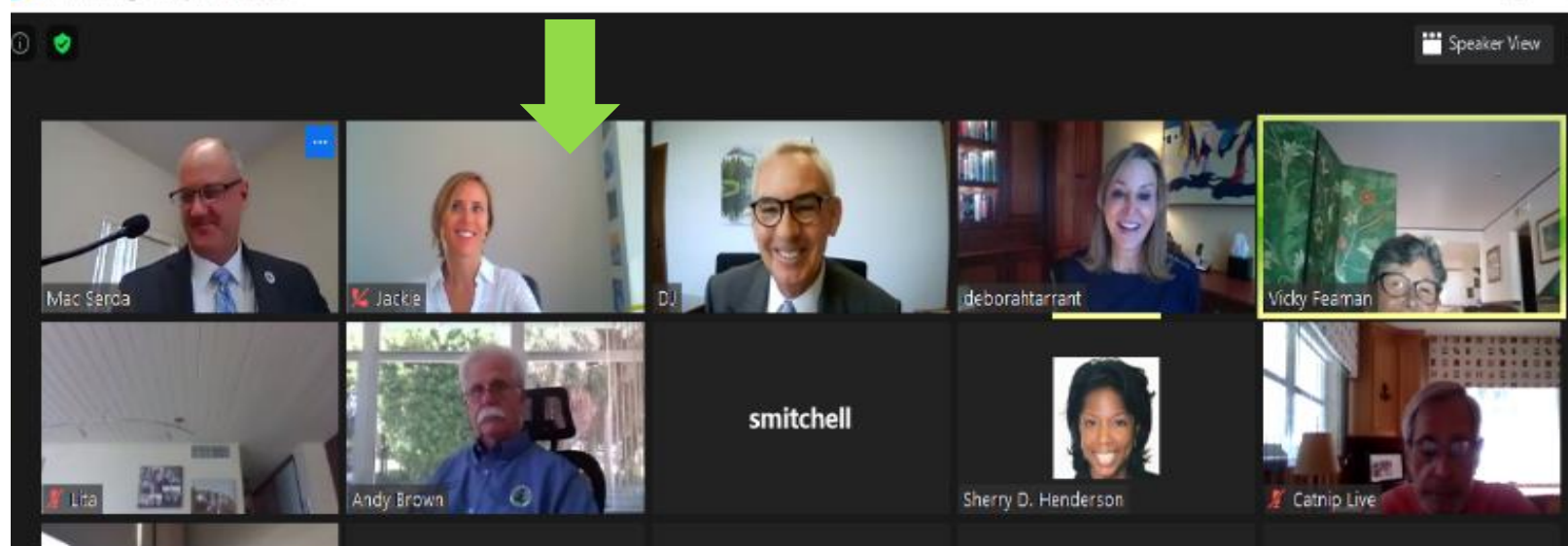




BEFORE



Zoom Meeting Participant ID: 253563



Project Management

Hillsboro Beach – COVID-19

“Your expertise, involvement and attention to the details, deadlines and costs ensured the residents received a project that yielded incredible results. Our beach project commenced on-time, ended early, was under budget and exceeded all of our expectations.

- Mac Serda

Town Manager



THROUGH OUR PROVEN PROCESS



WE DELIVER ACTIONABLE. BALANCED. WHOLISTIC.

01 Funding Success

02 Local Understanding

03 Global Experts

04 Proven On-Schedule

WE ARE YOUR PARTNER



75 Years

BROWARD COUNTY TRUSTED TEAM, FLEXIBLE AND RESPONSIVE TO YOUR SUCCESS



As a resident of The Lakes, I'm excited about the marina redevelopment project because it offers so much not only for my neighborhood but also for all residents of Hollywood. I am especially excited to see a team being considered with two outstanding Port Everglades Association members – Moffatt & Nichol and KEITH. Trust the team that seaports and marinas depend on, here in Broward county and around the world.”

Lori Baer, Executive Director, PEA