

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



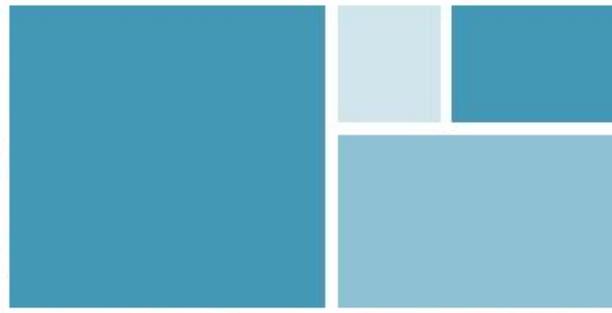
moffatt & nichol



Public Relations - Project Management - Strategic Planning - Economic Development
"Sustaining Communities"



KEITH





 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

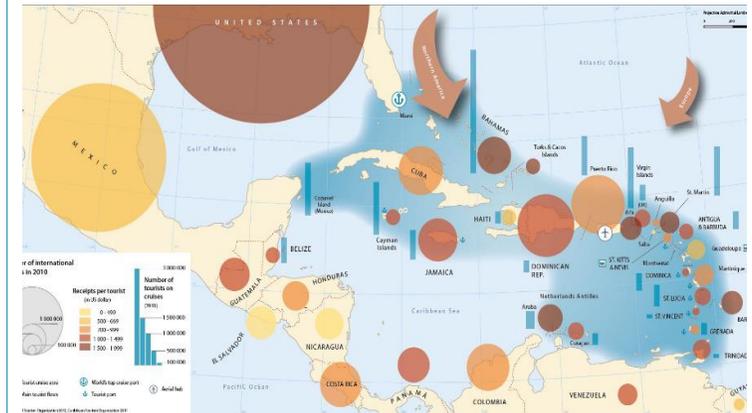


Industry Involvement

Shaping policy on how we approach development along the coast



Local Project Manager



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	CBE		
	Moffatt & Nichol	KEITH	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





Q1

Question 1

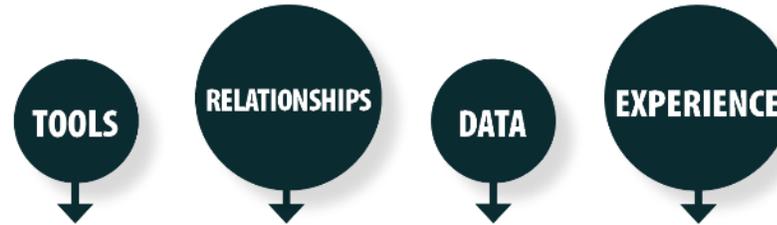
Please explain your data set and methodologies for computing the fiscal impact study

Wholistic Methodology

Data Verification & Gap Analysis

Finding & Following the Money

Methodology



Municipal vs. Private Marina

Enterprise Fund

Valuable Community Service

Capital Infrastructure Costs



Review Existing Data & Gap Analysis

Community Outreach

Marina Market Study*

Grant & Funding Opportunities*

Science & Policy

Phasing



Accessible & Inclusive

Self Sustaining Operations

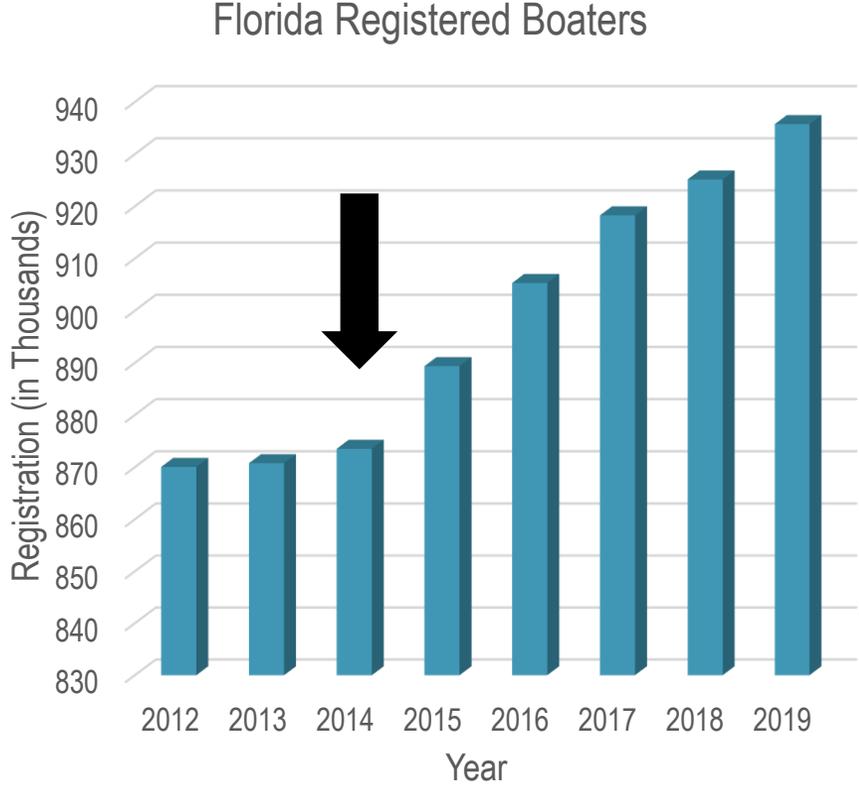


FINDING THE RIGHT, BALANCED PLAN

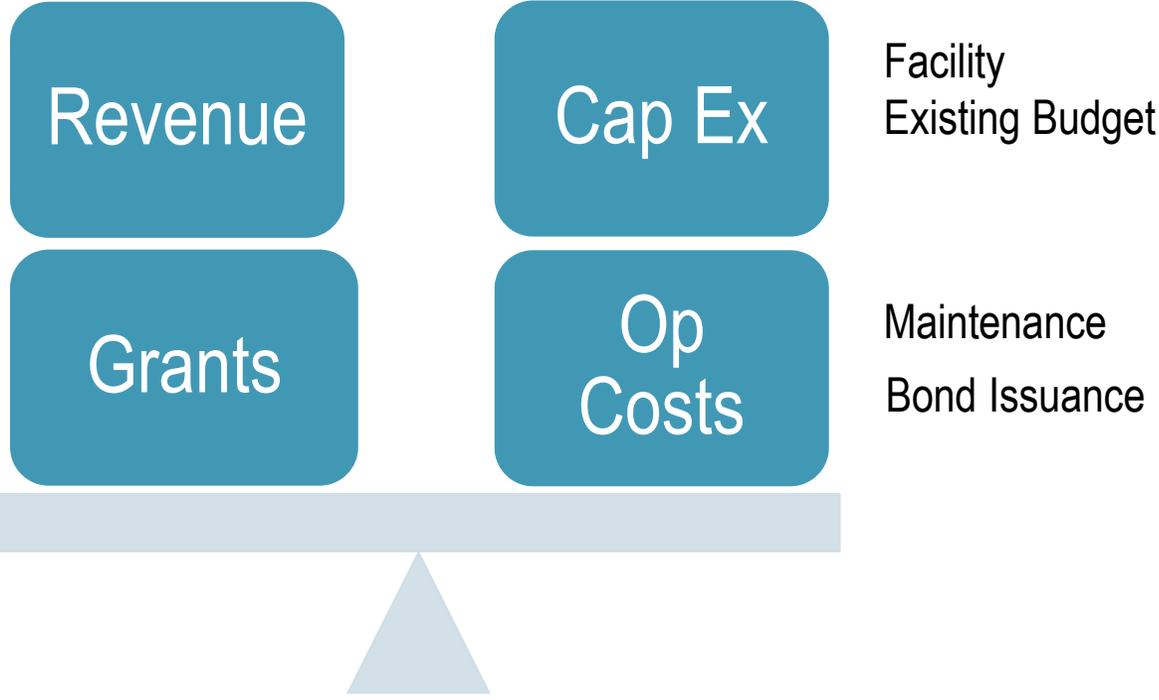


Fiscal Health – Finding the Balance

Challenge to Balance

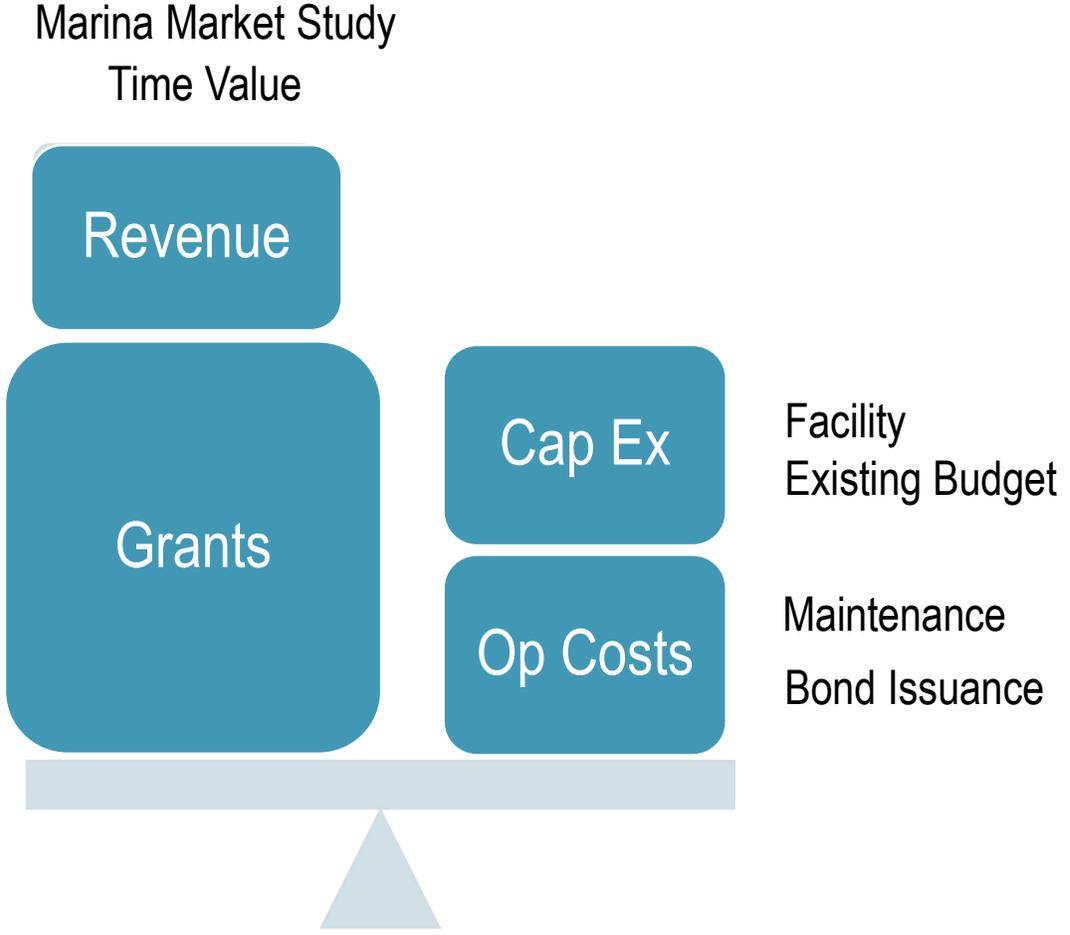
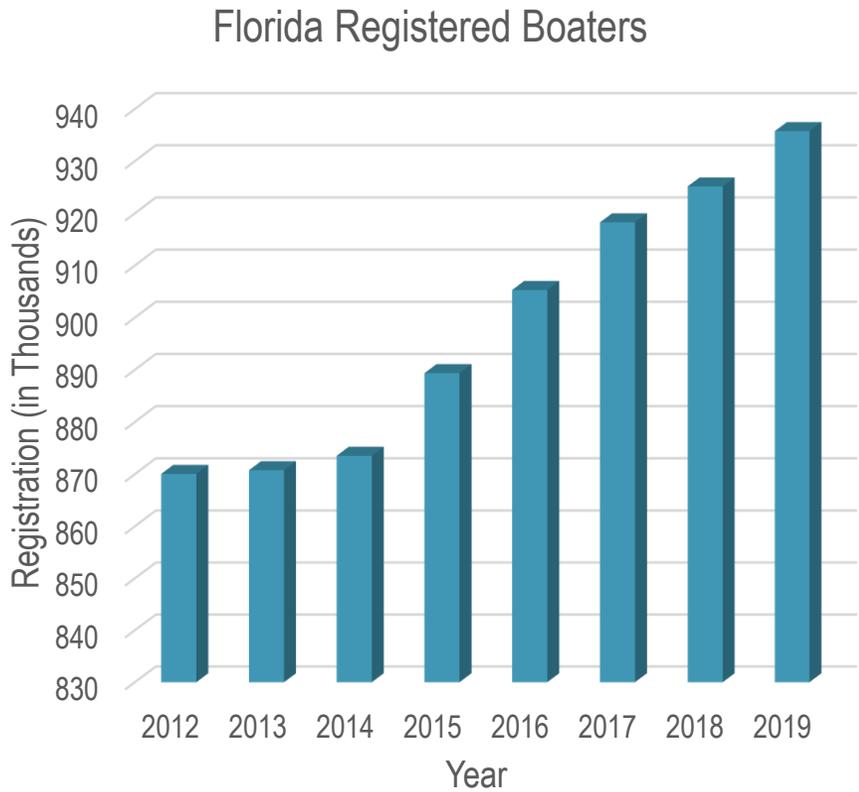


Marina Market Study
Time Value



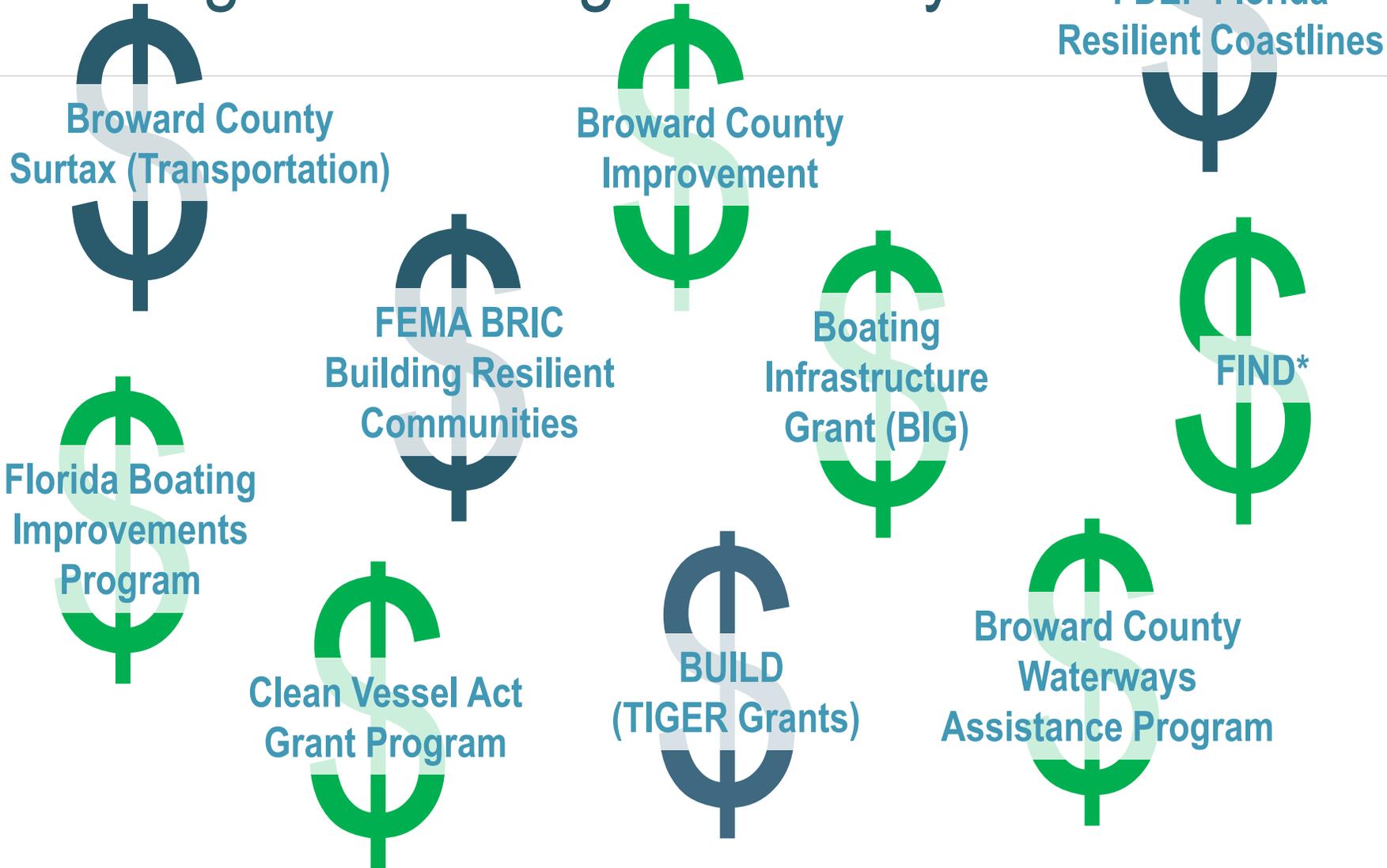


Fiscal Health – Finding the Balance





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



\$632K

Boating Infrastructure Grant (BIG) St. Pete Marina Transient Docks

AVAILABLE DOCK AREA	
QTY	LENGTH (TYPE)
14	30 FT (SHP)
1	50 FT (SHP TIC)
1	200 FT (SHP TIC)
1	254 FT (SHP TIC)
SP	101A, 1475B-16, 1475B-17

\$10M

TIGER Grant (BUILD Grant) Tampa Riverwalk

\$1M

\$1M Boating Infrastructure Grant (BIG) Day Docks and Mooring Field project

\$250K

Waterway Improvement Fund (WIF) Grant for Living Classrooms Foundation

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?

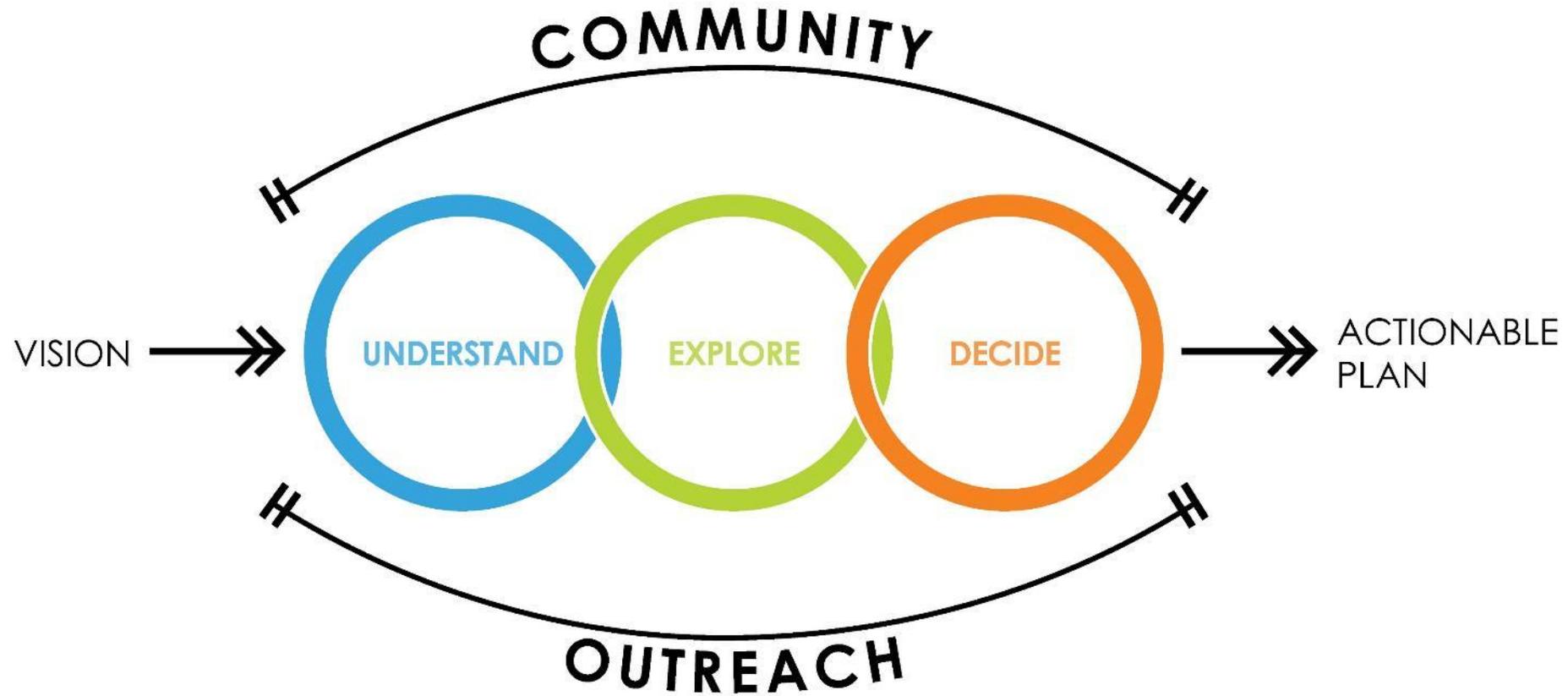
Cross Sectional
Public Outreach

Locally Respected
Lead for Public
Outreach

Development &
Design of Public
Facing Documents



Our Approach is Underpinned by Outreach





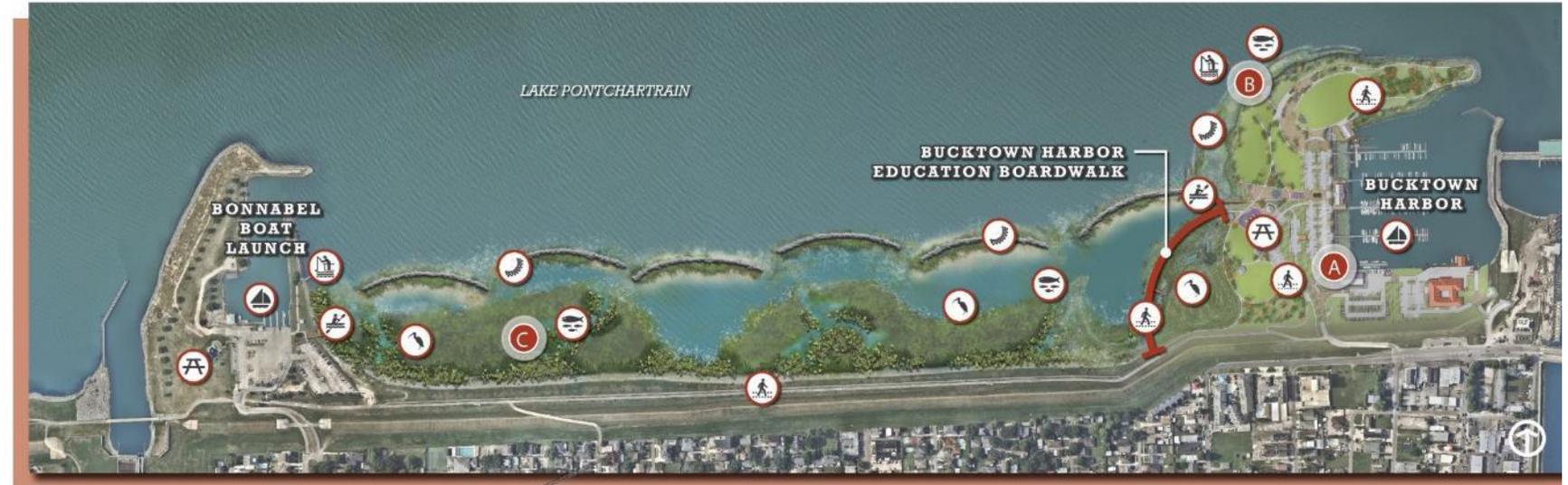
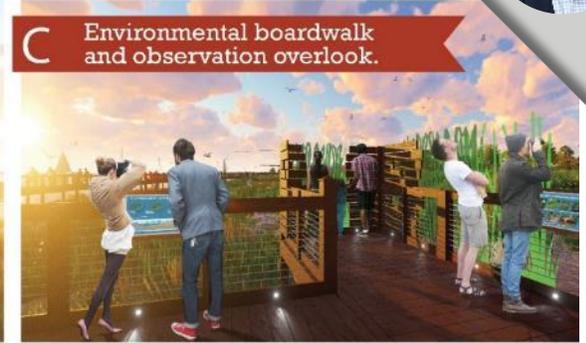
Over the next decade, the lakefront will offer more to see, do, enjoy, and preserve.



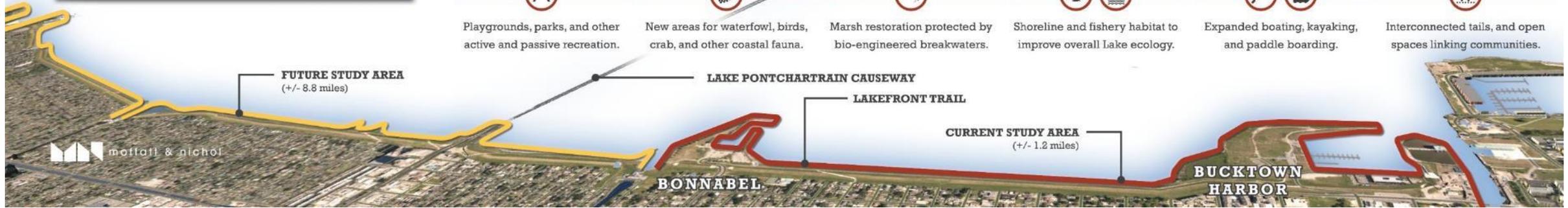
In 2018, Jefferson Parish embarked on an ambitious effort to renew its lakefront. **The goal: Create a unique, celebrated lakeside corridor of recreational and natural spaces.** Aligned with this goal is the desire to increase the resilience of the levee system and protect adjacent communities. Restored 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.**



- 
 Playgrounds, parks, and other active and passive recreation.
- 
 New areas for waterfowl, birds, crab, and other coastal fauna.
- 
 Marsh restoration protected by bio-engineered breakwaters.
- 
 Shoreline and fishery habitat to improve overall Lake ecology.
- 
 Expanded boating, kayaking, and paddle boarding.
- 
 Interconnected trails, and open spaces linking communities.



Bucktown and Lake Pontchartrain Lakefront



6 PROJECTS
IN DESIGN



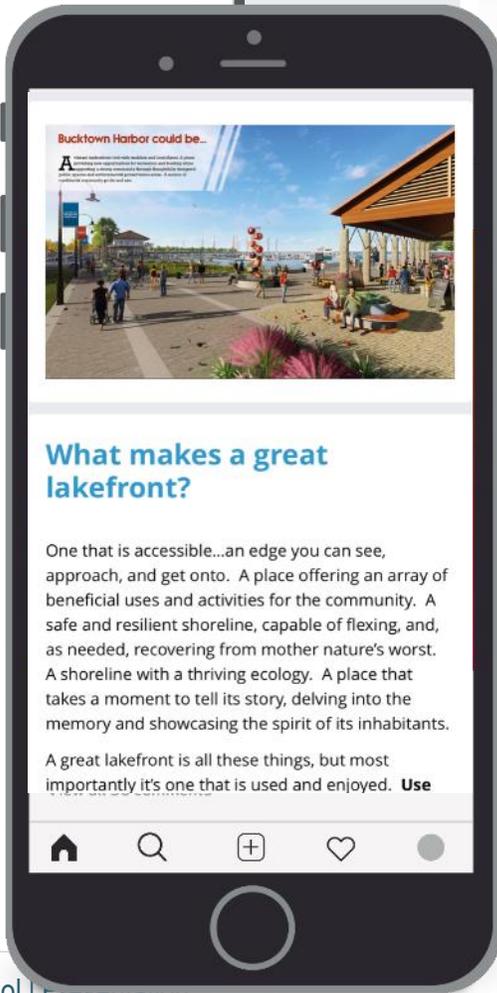
3 PROJECTS
IN CONSTRUCTION



\$5.8M in GRANTS
AWARDED



ENGAGED
COMMUNITY



What makes a great lakefront?

One that is accessible...an edge you can see, approach, and get onto. A place offering an array of beneficial uses and activities for the community. A safe and resilient shoreline, capable of flexing, and, as needed, recovering from mother nature's worst. A shoreline with a thriving ecology. A place that takes a moment to tell its story, delving into the memory and showcasing the spirit of its inhabitants. A great lakefront is all these things, but most importantly it's one that is used and enjoyed. Use



What's in a logo? For Bucktown Harbor, the logo text is surrounded—like a harbor—by land and water. The symbol along the top represents a pin on a map, suggesting that Bucktown Harbor is the place to be. Turned on its side, the pin and its eye symbolize a fish jumping out of the Lake.

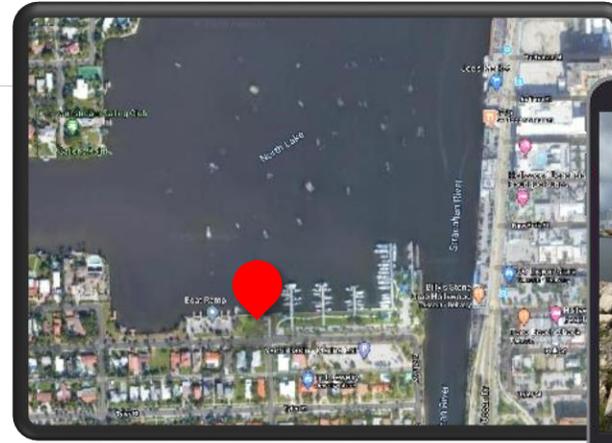
THE VISION PLAN

The Bucktown Harbor Vision Plan provides new opportunities for recreation, boating, and other activity while supporting a strong community through thoughtfully designed public spaces and environmental preservation areas. **Intentional planning and a strong community-led design are the foundation of the Vision Plan.** By focusing on key areas and stating core project tenets, Bucktown Harbor Marina and its waterfront enlivens itself with new possibilities.

Our Approach is Underpinned by Outreach



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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



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

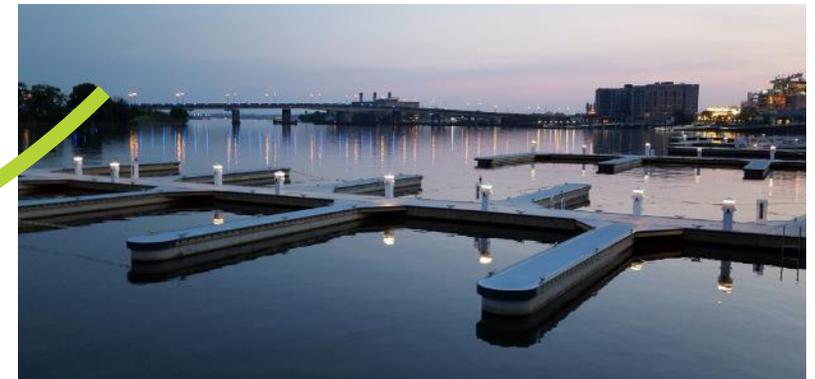
VISION →



→ 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

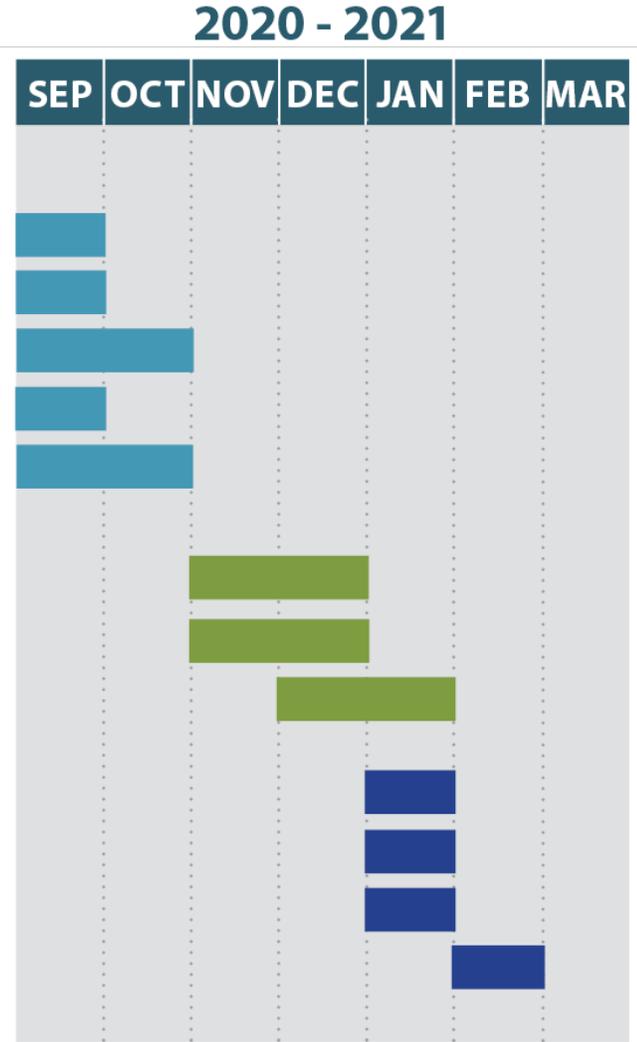
- 1. Project Kickoff Meeting
- 2. Facility Assessment
- 3. Marina Market Study
- 4. Data Review & Gap Analysis
- 5. Initial Community Work Session

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



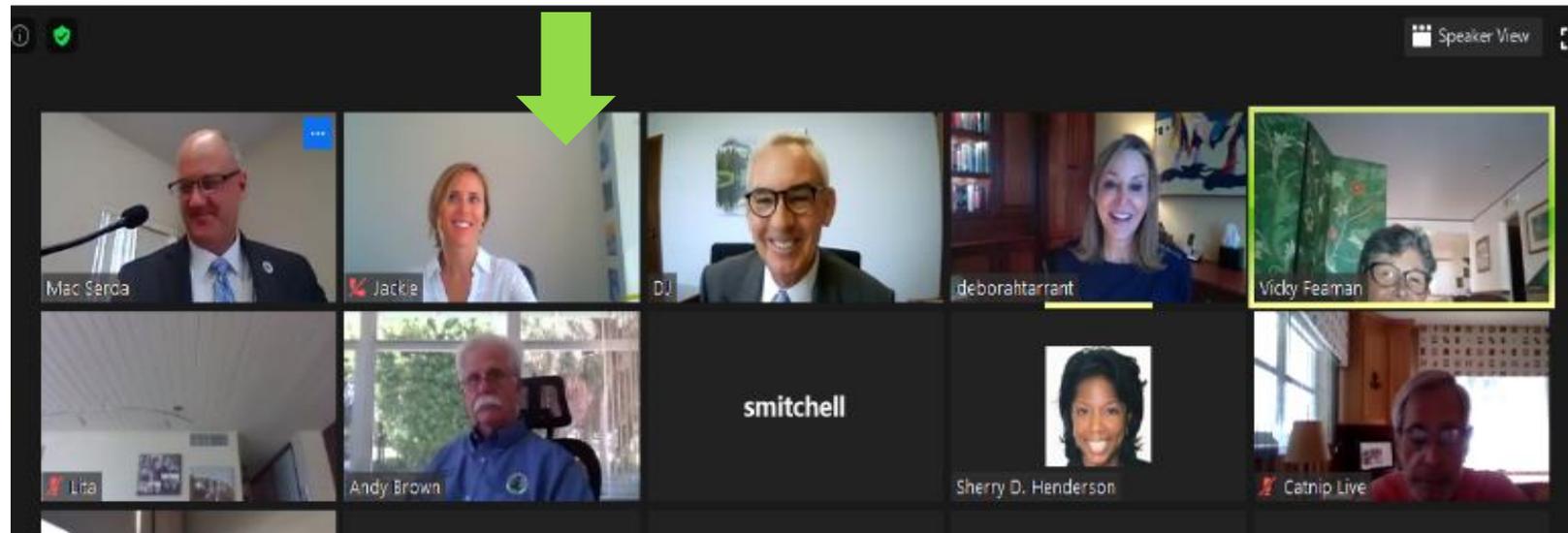


Current Broward County Projects





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