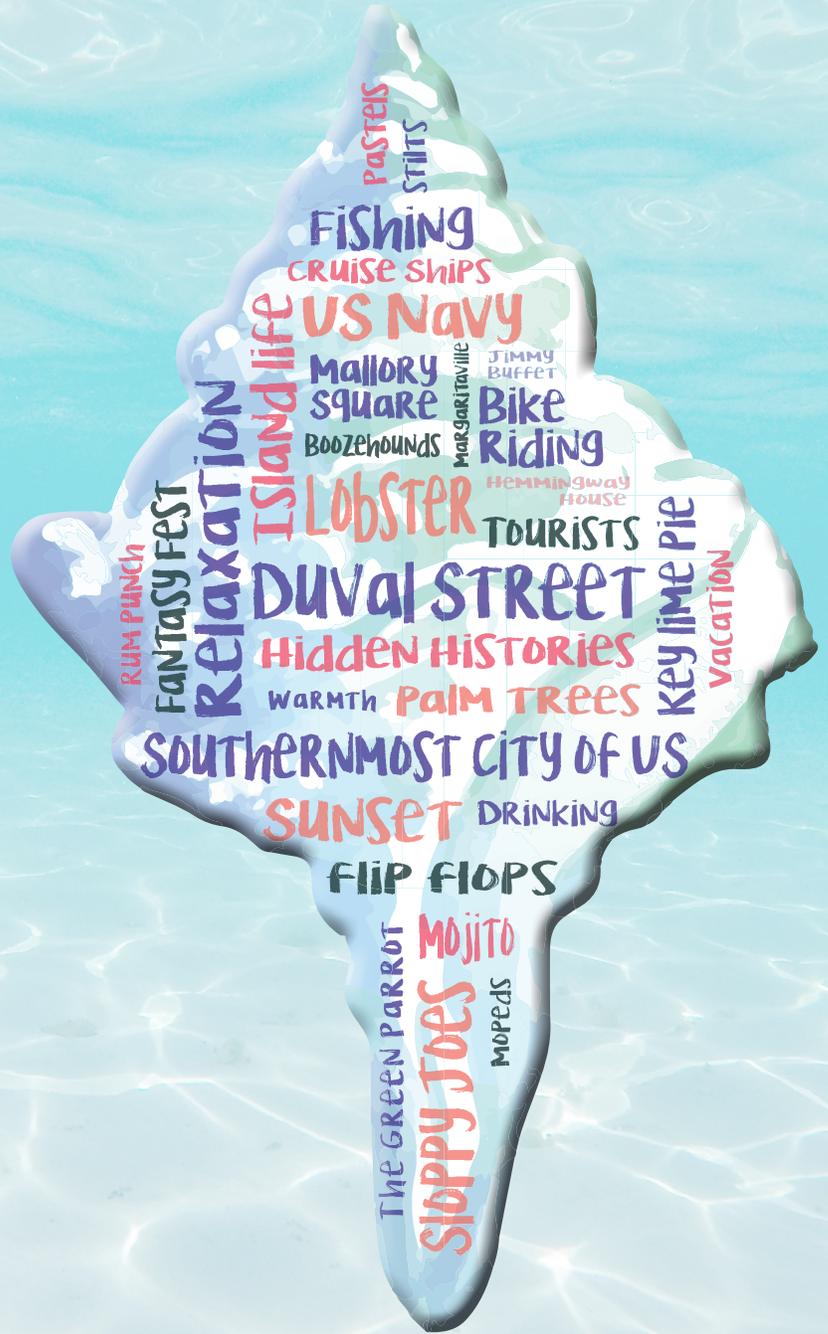




# RFP # 005-20 STRATEGIC PLANNING SERVICES



April 29 • 2020

THE CORRADINO GROUP



**TAB a.**

# Cover Letter



We look forward to delivering excellence to the City of Key West on this Contract!

April 29, 2020

City Clerk  
City of Key West  
1300 White Street  
Key West, FL 33040

## RE: RFP No. 005-20 – Strategic Planning Services

Selection Committee Members:

The Corradino Group, Inc. (Corradino) appreciates the opportunity to offer professional services for the City of Key West Comprehensive Strategic Vision Plan. In selecting a consulting firm, the City should expect professional excellence, expertise, knowledge of the City and its needs, and a commitment to the delivery of high-quality services and products. Now more than ever, as the City seeks to recover from the devastating economic impacts from COVID 19, the City needs to create a product that provides a prioritized and sustainable long-term vision that embraces the character and culture of the community. Corradino will be able to meet this need and exceed expectations. We sincerely appreciate the opportunity to be considered.

Our team understands the needs of the City and the desire for sustainable and resilient strategies. For more than 40 years, Corradino has been assisting municipalities across the nation in the achievement of their goals. Experts in the municipal planning process, Corradino has vast experience in comprehensive planning, land development regulations, growth management, zoning, public involvement and decision making. The firm has 180+ employees and a planning department of a dozen professionals, all skilled in various aspects of the field.

Corradino has a long history of preparing plans and reports with strong visioning and public involvement components for a number of municipal clients. Our team of professionals has successfully utilized the planning process as a tool to address the unique challenges that our client communities are facing. The quality of our plans and reports are consistently recognized by our clients and review agencies, and we encourage potential clients to speak to our past and current clients about our work.

The City of Key West is a greatly evolving community and Corradino is prepared to lead its community visioning and strategic planning processes. Corradino has extensive experience in developing strategic plans to direct the City in allocating its efforts and resources towards achieving its vision. Equipped with knowledge and experience to create benchmarks measuring progress and educational components for meaningful performance standards, we are the team best suited to help you achieve your aspirations.

Corradino has identified several factors affecting the City while preparing the 2006 updates to the City's Comprehensive Plan. Climate change, sustainability, and traffic are just a few issues affecting the quality of life the City will face, heading towards 2040. Our assembled team is diverse and understanding of the community in general terms. They are skilled in the technical specialties that are most concerning to the community, for example transportation (transit, traffic, bicycle and pedestrianism), workforce housing, economic diversification, water and sewer, coastal management, and government relations.

ENGINEERS • PLANNERS • PROGRAM MANAGERS • ENVIRONMENTAL SCIENTISTS

Corradino's experience consists of public involvement activities including focus groups and community workshops. The firm was recently selected to conduct corridor and station area land use charrettes and planning for Miami-Dade's SMART Plan. In addition, having recently worked with the City on comprehensive planning and mobility planning, respectively, Corradino understands the City's current needs. Public engagement begins with the development and verification of the visioning and direction of the community. We are confident that our approach of listening, researching, analyzing, and then developing a communicable story rooted in actionable plans will be of benefit to the City of Key West. Our team will continue to be a partner with the City in the final implementation phase of the strategic plan to assist the City longer term.

As demonstrated in this proposal, Corradino and the key staff assigned to this project have a long history of successfully completing plans and projects with a similar scope and approach. As long time South Florida residents and as participants in regional planning organizations and efforts, all team members have a strong working knowledge of the City and region.

I look forward to further presenting the qualifications of Corradino.

Sincerely,



Joseph M. Corradino, AICP  
President, The Corradino Group, Inc.



**TAB b.**

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**TAB b.**



**Key West**  
*Florida*

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# Executive Summary



**TAB C.**



## INTRODUCTION

As the whole world moves through these unprecedented times, the strategic planning process was never this critical. In order to move the City in a guided, specific direction, the leaders need to know what they want to be. This is critical for the short-term, immediate “survival” mode as we all re-open the economy, as well as the mid-term transitional timeframe to adjust to our “new normal”. Planning to address critical issues such as local economic survival and resiliency; affordable housing; hardening against the impacts of climate change are now more important for the future of Key West than ever before.

The Strategic Plan is intended as a guiding document to be utilized for annual goal setting, budgeting, and evaluation processes to direct the City’s actions, investments, and engagements with partners for the next five years. By formulating a Strategic Plan, the City can better focus on prioritized actions and investments required to support its vision of the future, as implemented by the Comprehensive Plan and other more long-range planning documents.

The benefits of a Strategic Plan ultimately revolve around these key points:

- ◆ Establishes priorities on what we will accomplish in the future and communicates to everyone what is most important.
- ◆ Ensures planning and policy development is based on priorities.
- ◆ Provides a broad outline for resource allocation; budget priorities will reflect service priorities.
- ◆ Pulls the entire organization together around a single game plan for execution.
- ◆ Guides decision-making at all levels.
- ◆ Encourages long-term thinking.
- ◆ Improves performance and accountability.

The Strategic Plan will be a product of a series of stakeholder meetings, individual, in small and large groups and in a series of public workshops attended by members of the City Commission, Department Directors, other key City staff and Stakeholders. The Plan will be comprised of Goals organized generally in the order ranked during the workshop process.

The Plan will combine the information gathered during the public workshops into a guiding document intended to serve as a roadmap to be used to prioritize resources, both financial and departmental, to achieve the identified Goals. The Plan will also serve as a management tool to evaluate performance and progress made by the City Manager and City departments to achieve the Goals and Objectives set forth. It will also be designed as the framework that can be annually updated by the City as needed, as it accomplishes its short term objectives.

While the City of Key West is one of the most unique places in the world, it is many things to many people. Key West offers one of the best fishing experiences an angler could want. It is one of Florida’s oldest cities, and former home to one of the nation’s most famous writers.

The old town area is a wanderer’s treasure chest, full of great architecture, hidden corners, crazy T-shirt vendors, amazing art galleries, pub-crawler’s paradise, the old cemetery, cruise port-of-call, and one of the best places to take that iconic sunset picture with a sailboat. The city is resilient, bouncing back from numerous hurricanes, going back into the 1880 and as recently as 3 years ago. One of the most unique things about Key West remains its residents’ passion to embrace diversity, and it is a better place for it. As the City moves through the strategic planning process, involving a variety of public outreach formats, the willingness to embrace diversity will become a unifying theme.



## SCOPE OF WORK

**EVALUATION CRITERIA.** It is understood that the selection committee will rank proposals based on the eight criteria as stated below:

### **EVALUATION CRITERIA #1: The following outlines responsiveness to the project objectives**

Corradino understands that the City needs assistance in developing a Comprehensive Strategic Plan to direct the City in allocating its efforts and resources towards achieving its vision as well as the need to outline specific department goals to move the City forward.

Corradino will be a partner with the City's administration on the community visioning and strategic planning processes while encouraging participation from all segments of the City of Key West. Unlike previous less-than-successful Strategic Planning sessions in 2005 and 2011, this approach will be to create a plan that is implementable and tied to the City's budgeting process. Our approach has proven successful for many years, as the firm has performed multiple similar public involvement engagements.

Corradino's approach to planning is first and foremost to listen, and from there, to develop an understanding of the situation to create a communicable story for decision makers and the public. Corradino will conduct the strategic planning process with participation and input from citizens, elected officials, and staff. The objective of this initiative will be an implementable plan that will include specific achievement areas, goals, timelines and milestones over a 3-5 year period for submission to the Mayor and City Commission for consideration at a public meeting. After citizen comments and any modifications, its adoption by the Commission will implement the City's official Comprehensive Strategic Plan for the next 3 to 5 years. The Plan will contain visions and goals that prioritize and give clear direction for the community in a constantly shifting environment. The City of Key West Comprehensive Strategic Plan will consist of the following scope of work, presented in 3 Phases, and will take approximately 10 months to complete.

### **◆ PHASE 1: Project Initiation and Background**

#### **❖ Task 1A: Kick-off and Scope (weeks 1 – 3)**

A kick-off meeting will be conducted to identify community concerns and priorities in order to provide a collective perspective. During the kick-off, the City project leader will work with Corradino to identify city staff and community

members to invite to form the Strategic Plan Oversight Committee. Once this group is formed, Corradino will confirm the scope and assess goals and meet with the Strategic Plan Oversight Committee, who will guide the project. This group will be tasked with approving the scope of services, reviewing the schedule and work product, prioritizing the vision, and finally approving the vision. The Committee will meet at key milestones over the course of the project.

#### **❖ Task 1B: Data and Analyses (weeks 4 - 12)**

Examining the most recent capital improvement plan; comprehensive plan; evaluation and appraisal report; disaster recovery plans or any other relevant documents is an essential first step of this process. It is best to review any previous work and summarize it concisely so that everyone understands the past. To this end, Corradino will evaluate the previous Strategic Vision plans (2005 and 2011) and will assist in guiding departments in developing performance measures. Corradino will gather information and prepare an analysis of existing conditions, current plans and projects, as well as community needs and issues. Corradino will work with available data including GIS data and existing maps including land use, ownership, open space, streets, airports, historic structures, waterfronts, Federal lands, and areas for future development potential. This effort will include an inventory of the City's resources including finances, infrastructure, staff, opportunities, population, education, health care, business development and job opportunities. Other data may be available or could be collected to support the analysis effort.

Corradino shall work with Key West's staff to conduct a situational analysis of the City organization, including committees and boards. Corradino will provide information regarding best practices and innovative approaches that other municipalities that face similar challenges have successfully undertaken and will engage with Key West's stakeholders to develop the initial Strategic Plan goals and values.

#### **Deliverables:**

- ◆ Draft a set of potential community goals and values for discussion purposes.
- ◆ Identify and assess the City's organization regarding strengths, weaknesses, opportunities and initial considerations of possible strategic initiatives.
- ◆ Create a summary report describing the situational analysis of the City's organization.

- ◆ Corradino, working with the Oversight Committee, will prepare the list of Strategic Plan topics (i.e., the areas of interest or focus areas that the Plan must address). Corradino will gather data to develop a draft summary of strengths, weaknesses, opportunities, concerns for each topic area to be presented at the first workshop.
- ◆ Identify potential strategic initiatives with outcomes that support community commerce, community collaboration, community condition and community character.

## ◆ PHASE 2: Visioning

Corradino will engage the community in a creative process of exploring alternative approaches to addressing the challenges and opportunities identified in collaboration with City administration during Phase 1. We will offer alternative planning approaches and ideas to guide Key West stakeholders through the process of evaluating the pros and cons, benefits and trade-offs, of various policies and initiatives.

The Project Team will develop and implement a carefully crafted engagement strategy (work plan) to ensure that Key West stakeholders and residents participate in activities that will inform the development of the Vision Plan. The engagement strategy will go beyond the creation of the plan and will develop a process to keep the City Commission involved and engaged in a continual strategic planning process. The strategy must also include engagement and coordination with ongoing plans and City initiatives. A variety of engagement methods could be employed, including community-wide surveys; interviews with City staff, interviews with Committees and Boards, as well as with various stakeholder groups; utilizing social media, open houses and/or information sessions and outreach. The project team will prepare materials and deliver presentations for work sessions with the Oversight Committee to review status and work products and community-wide public meetings. The process will be highly interactive with two community-wide meetings and three working sessions with the Oversight Committee to explore and refine alternatives and to reach consensus on a final Vision Plan direction; including updates to the Vision, Core Values and Mission for the City's organization.

### ❖ Task 2A:

#### **Public Engagement and Workshop #1 (weeks 13 -18)**

Corradino will conduct a strategic planning workshop session utilizing Vision Clipboard/Scorecards, in order to analyze the City's strengths, weaknesses, opportunities and challenges (SWOC). Gaining consensus takes intensive public engagement, designed around listening to truly

understand what is being said, then interpreting those thoughts into easily understood impactful initiatives that capture the imagination of the community. Public engagement is the most intense aspect of the entire project. This task will consist of meeting with City Staff and with stakeholders including citizens, elected officials, business and community leaders. Outreach can also include small groups like homeowners' associations or chambers of commerce. A questionnaire and/or survey may be administered at the session and/or mailed to all residents.

The workshop will begin with a brief introduction that will set the stage for audience interaction. In the beginning, we will target the vision of the community. The workshop will involve presentations of the information from the data and analysis task and introduce the focus topics.

### ❖ Task 2B:

#### **Public Engagement and Workshop #2 (weeks 19– 24)**

We will evaluate existing City infrastructure for future relevance and potential repurposing, help identify how City resources may be allocated and how to maintain customer service levels and generate new ideas and discussion about the built environment, sustainability, sense of place and the City's overall identity, as part of this session.

## ◆ PHASE 3: Final Vision Plan & Documentation (Weeks 25-40)

The work from the public engagement and workshops is refined into individual initiatives, projects, processes, etc. These are often explained concisely in tables, text and graphics. Corradino will transform the goals of the visioning process into realistic, achievable targets. We will also recommend actions to achieve the vision, actions to monitor and update the vision, and actions to market the vision. The Draft Strategic Plan will summarize survey responses and discussions at meetings. Prioritization of these items will be done either in a group session or by Committee, then presented to get feedback. Specific benchmarks that measure the City's progress along the way will also be included, as well as an educational component for performance measures.

Existing and future public facilities and services will be evaluated in order to help identify how City resources may be allocated and how to maintain customer service levels. Corradino will assemble the databases of performance measures and recommend actions to: 1) achieve the vision; 2) monitor and update the vision; and 3) to market the vision. Additionally, Corradino will prioritize the City's resources to achieve specific goals, within a specified



implementation Plan with defined milestones and benchmarks developed during Phase 3. The Final Plan report will be delivered in both print and web-based formats, including ADA accessibility.

2. Separately, the Project Team will assemble and deliver all presentation materials from meetings and work sessions including maps and graphics in native file formats, together with all data and any other materials presented to or collected from stakeholders through surveys, meetings and other data collection efforts.

### Post Plan Implementation – Up to 2 Years

Corradino will continue to assist the City with oversight and implementation of the plan for at least 2 years following its adoption. Corradino understands that historically Key West has not implemented its Strategic Plans – leading to questions about the viability of implementation. To create a different outcome more beneficial to the City, Corradino proposes a structured post plan implementation process that will include regular evaluations and strategic management workshops tied into an annual community plan review and capital investment plan update review during the annual budget update cycles.

To effect this, Corradino will monitor the Strategic Plan. For each annually adopted strategic plan item, Corradino will work with the City Manager’s office in creating and distributing an evaluation matrix for the implementation of the plan 3 months before budget items are due from each department. This evaluation matrix will be a City self-evaluation on its expected and actual progress on strategic action items adopted for the current fiscal year. Strategic Plans should be updated annually to meet local evolving needs. Part of this review is to ensure that as objectives are achieved, the City moves on to other initiatives identified in its Comprehensive Plan.

Through this process, where tasks are completed, subsequent strategic plan action items and associated responsible city departments will be identified. Where tasks were not completed, the strategic plan item will be reviewed, and potential courses of action recommended to city management. This pinpointing of initiatives and other items will be identified prior to, and incorporated during, the city budget development to ensure that adequate resources can be provided for the City’s strategic plan where needed.

Outside of this regular process, Corradino staff will be available to the City for follow-up meetings and review of strategic action items as necessary.

### EVALUATION CRITERIA #2: The Corradino Group’s experience in completing work of a similar size and scope

Corradino is a 180+ person professional services consulting firm, incorporated in 1970. For five decades the firm has been proving itself on similar services, which include services such as Public Engagement, Comprehensive Planning, Land Development Regulations, Development Review Services, Transportation Planning, Smart Growth, Livable Cities, Complete Streets, and Urban Design.

We understand that the City is seeking a Strategic Planning Consultant. It is important to hire a Consultant that not only has experience with strategic planning but also with various types of master plans. Most master plans, prepared by Corradino, are tier one components for recommended benchmarks and action items for the first five years. This is the standard for a strategic plan. Through our work as municipal planning staff, Corradino consistently prepares and translates from comprehensive plans to land development regulations and action plans. The firm has extensive public involvement experience and was selected to conduct corridor and station area land use charrettes for Miami-Dade’s SMART Plan.

In addition, having recently worked with the City of Key West on both comprehensive planning and transportation planning, respectively, Corradino understands the City’s current needs. The Corradino team’s expertise is providing these services efficiently while effectively committing to meeting all time and budgetary constraints. We are dedicated to tailoring a customized approach directly to the City of Key West. As municipalities have continued to evolve in our region, Corradino has assisted cities form and implement comprehensive, transportation and strategic plans, and land development regulations.

Corradino understands the importance of balancing the City’s priorities of climate change & sea level rise, traffic & transportation, tourist’s needs, environmental protection, water quality, historic preservation, affordable housing, areas of critical state concern and aging in place. The Firm will be sure to align the Strategic Plan Goals and Objectives with community concerns regarding the changing physical environment experienced by not only the City, but all of South Florida. Our Project Team will utilize our strengths and experience in working with many South Florida communities on the same issues.

Our SMART Technology Plan for the Town of Miami Lakes addressed 5G integration and various technologies promoting multi-mobility and livability. Our Resiliency

Study for the Town of Cutler Bay is currently assisting the Town with the implementation of strategies for more sustainable and resilient development that protects and serves the needs of the community. The Corradino Group recently performed an Elderly Mobility Study for the Miami Dade Transportation Planning Organization. The Corradino Group, and the principals assigned to this project, have a long history of successfully completing plans and projects with a similar scope and approach.

**EVALUATION CRITERIA #3: Specific qualifications of Corradino’s primary staff who will manage, supervise, and provide services, including past experience on projects of similar size and scope**

Corradino understands that communication is the key to successful projects. The firm assures that its staff will perform effectively and efficiently and will be well trained and experienced in all technical areas. The review of the work order’s proposed staffing plan will demonstrate this. The firm maintains its staff quality through an annual evaluation and review process, which assesses the strengths and weaknesses of every employee in a constant effort to provide each person in the firm with the leadership and feedback necessary for them to grow professionally. The firm maintains its employee’s technical certifications, provides the opportunity for continuing education credits, and encourages involvement in both professional organizations and the community in general.



**Joseph M. Corradino, AICP, Principal-in-Charge**, is President of The Corradino Group, Inc. and heads the company’s land use and transportation planning operations. Over his 26-year career, he has been an advocate of planning transportation and land use in concert with one another. In doing so, he has focused on working with local governments to create and improve their comprehensive plans, zoning codes and transportation master plans. His work in the field has been successful as he has performed these services for nearly every city in Miami-Dade County, and has developed a unique credibility within the individual communities from the very local perspective.

Joe Corradino knows well what it takes to be successful in this arena, where local municipalities oversee land use decisions, and larger governments are in charge of transportation, because he has been in government, as an appointed and elected official for over 15 years, most currently as Mayor of Pinecrest. Few consultants possess this perspective.



**Scarlet Hammons, AICP CTP, Program Manager**, specializes in the analyses of land use issues related to comprehensive plans, zoning, and all aspects of the site planning process. Ms. Hammons has led public outreach programs on numerous technical studies for Corradino’s municipal clients. Most notably she was the project manager for the last update to the Key West Comprehensive Plan, updating the plan to incorporate two Evaluation and Appraisal Report cycles. Recent Keys experience includes comprehensive planning and development reviews for the Village of Islamorada. Scarlet is also to point of contact for the Islamorada Affordable Housing Grant Assistance program. In that role she is the lead on application reviews, approvals and monitoring affordable deed restricted units.



**Edward Ng, AICP** is the Technical Vice President for Corradino’s Planning Department, with experience in transportation, economic development, transit-oriented development, and land use planning. His work involves demographic analyses, preparation of and updates to comprehensive plans, grant writing, land use code revisions, geospatial planning analyses, GIS mapping, public outreach, and analyses of traffic facilities and operational data. He specializes in interdisciplinary aspects of planning, including transit-oriented development and complete streets. His recent projects involve land use, transportation, and comprehensive planning services with the Miami-Dade Transportation Planning Organization and the municipalities of Doral, Cutler Bay, Key Biscayne, North Miami, North Miami Beach, Hallandale Beach, and many others. Eddie is currently the Immediate Past Chair of the American Planning Association, Gold Coast Section Executive Board, and teaches the AICP exam preparation course for planners in Miami-Dade, Broward, Monroe, and Collier Counties.



**Kathryn Lyon, AICP, CFM** has more than 19 years of zoning, land-use and development planning experience in Miami-Dade and Broward Counties. Kathryn Lyon, AICP, CFM has served as a municipal Community Development Director, managing Planning, Zoning, Code Enforcement, and Building Departments. She has written and updated comprehensive plans and land development

regulations for cities in Miami-Dade and Broward Counties. Kathryn also currently serves as an adjunct faculty member at Florida International University.



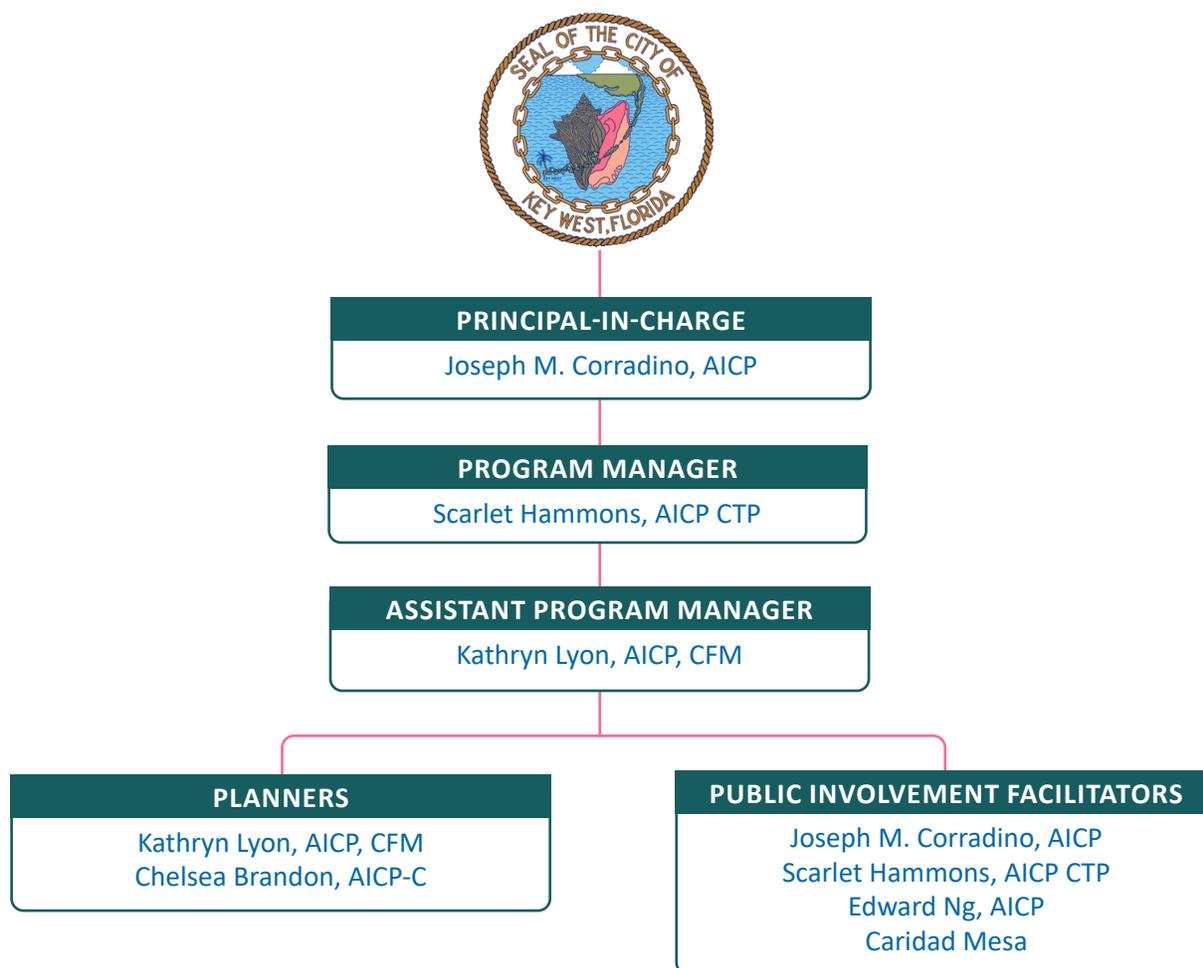
**Chelsea Brandon, AICP-C** is an urban planner with experience in zoning and land use planning, environmental planning, and affordable housing. Chelsea has conducted outreach initiatives regarding sustainability and energy-efficient incentives for multi-family buildings in the State of New York. Her recent work for Corradino includes developing TPO SMART Plan/North Corridor, acting as a consultant to Miami- Dade County District Public Schools, reviewing site plans and drafting land use and zoning reports, and preparing GIS maps for various Florida municipalities.



**Caridad Mesa** has worked extensively with several different aspects of public information and media relations. Her recent experiences have helped her gain knowledge of governmental affairs, special event planning, media coordination and project management. Ms. Mesa is fluent in Spanish, both written and verbal. She has used this skill as an additional asset to working first-hand with the media and the public. Other areas of expertise for Ms. Mesa include public involvement, broadcast news, public affairs, customer service, municipal projects, social media and sponsorship fulfillments.

Following is an organizational chart of team members who will be most involved with this project. Full resumes are included in the Appendix Tab on page 34.

**ORGANIZATIONAL CHART**



**EVALUATION CRITERIA #4: Our public sector experience and qualifications. This includes past project experience and/or research projects conducted for recognized industry associations.**

The team assembled within this proposal was broadly constructed with diverse experience to be capable of performing the scope of services to achieve the City’s vision.

Corradino has provided general planning services for local municipalities of all sizes for over four decades and specializes in municipal services. Our list of clients is extensive and ranges from the largest and most complex cities in Florida, such as Homestead, Miami, and Doral, to the smallest, such as Islamorada and Palmetto Bay. Corradino continues to deliver quality products and services on-time and within budget for a multitude of municipalities in South Florida. Following are our current projects:

Project Name	a. Length	b. Scope of Services Provided	d. Specific Accomplishments
Aventura General Services	2016-Present	General Planning; Mobility; Traffic; Transit; Bicycle and Pedestrian	All projects were successfully completed on time and within budget
Cutler Bay General Services	2006-Present	General Services   Public Outreach   Transportation (Traffic, Transit,)   Comprehensive Planning/Codes   Imbedded staffing   Engineering Design and Construction management	Complete Streets Corridor Analysis; First Comprehensive Plan; First Land Development Code; Public Outreach
Doral General Services Contract	2005-Present	General Services   Public Outreach   Transportation (Traffic, Transit,)   Imbedded Staffing   Engineering Design and Construction management	Transportation Master Plan, Development Review, Public Workshops
Florida Department of Transportation District 6 Public Information Services	2004-Present	In-house Public Information Services staff for Monroe and Miami-Dade transportation projects	Extensive knowledge of Monroe and Miami project corridors and the diverse communities in this District
Florida Department of Transportation District 4 Public Information Services	2004-Present	In-house Public Information Services staff for Broward, Palm Beach and Treasure Coast transportation projects	Completed public outreach campaigns for over 100 transportation projects since 2004
Hallandale General Services Contract	2009-Present	General Services   Public Outreach   Transportation (Traffic, Transit, Parking)   Growth Management	Development Review

Project Name	a. Length	b. Scope of Services Provided	d. Specific Accomplishments
Hialeah General Services Contract	2009-Present	General Services   On Call Development Review   Transportation (Traffic, Transit, Parking)   Growth Management   Imbedded Staffing   Engineering Design and Construction management	Streetscape; Traffic Calming; Implemented Transit System; Development Review; Automated Concurrency Management System; Transportation Concurrency Management Areas; Parks Development
Homestead General Services Contract	2011-Present	General Services   On Call Development Review   Transportation (Traffic, Transit, Parking)   Growth Management   Imbedded Staffing   Engineering Design and Construction management	Planning Director; Development Review, Planning Board and Commission presentations, Public Workshops
Village of Islamorada General Services Contract	2015-Present	General Services   Public Outreach   Transportation (Traffic, Transit, Parking)   Growth Management	Provided in-house staff to fill a significant personnel gap during recovery from Hurricane Irma, processing a backlog of over 300 building permits and numerous planning development applications
Key Biscayne General Services	2015-Ongoing	General Services	Planning review; traffic impact analysis; P&Z Board/City Council presentations; transportation master plans, traffic calming, transit analysis, parking studies, bicycle and pedestrian analysis, complete streets, and safe routes to school analysis
Miami Beach General Services	1993-Present	General Services   Public Outreach   On Call Development Review   Transportation (Traffic, Transit, Parking)   Growth Management   Engineering Design and Construction management	State's first Automated Concurrency Management System; State's first TCMA; First District 6 Traffic Calming Project; Citywide Parking Analysis
Miami-Dade County TPO Northeast Corridor Land Use Analysis	2015-Present	Transportation services directly related to the implementation of the SMART Plan, TIP, and other Long Range/Data Collection and administrative tools	Transportation Planning Services;   Public Workshops
Miami-Dade County TPO First-Mile/Last-Mile Mobility Study	2015-Present	Transportation Planning	All projects were successfully completed on time and within budget
Palmetto Bay Bicycle and Pedestrian Master Plan	2009	Bicycle and Pedestrian Master Plan	Award Winning Bicycle and Pedestrian Plan

## EVALUATION CRITERIA #5: Corradino's project management methodology and experience

Corradino provides detailed project management and the administrative ability to assure not only that the technical work is completed on-time and within budget, but that administrative aspects of the entire project, such as invoices and progress reports, are processed expeditiously.

Each of the people listed in this proposal is available for this contract. **Joseph M. Corradino, AICP**, will serve as the Principal-in-Charge for this project. It is anticipated that **Scarlet Hammons, AICP CTP**, the Program Manager, will be the primary contact on a day-to-day basis and can respond from the firm's local offices, along with **Kathryn Lyon, AICP, CFM**, who will serve as the project's Planner and Assistant Program Manager. **Caridad Mesa** will serve as the Lead Public Involvement Facilitator.

Corradino has 180+ staff and therefore has the capacity to handle any request the City may have to complete this project. As a municipal services firm, Corradino understands the nature of the work. The primary focus of Corradino is to produce the highest quality projects on-time and within budget. The firm has maintained an impeccable track record in doing so. Corradino is able to keep projects on time and within budget because of our approach to project management. After the scope of services, cost and time line is agreed upon with the client, Corradino holds frequent project management meetings internally to assure the projects are progressing as they should be. Each technical task is broken down and distributed to the various professionals. Each professional knows what is expected, how many hours they have allotted to each task and when the assignment is due to the project manager. At a minimum, each employee is expected to have satisfied clients, maintain their staff utilization goals, and complete their projects on-time and within budget. This is the minimum requirement for employment with the firm. At the beginning of every month, the project manager is provided with an "effort detail sheet" which shows the percentage of work completed, the percentage of budget completed, and the percentage of time completed. The project manager reviews this with the firm's accounting department as a second level of quality control.

## EVALUATION CRITERIA #6: Corradino is familiar with the strategic planning needs of the City of Key West

Corradino has previously worked with the City on a significant update to the Comprehensive Plan and has

identified issues the City is facing. Corradino's strategy to address these issues during the visioning process is to plan with goal setting in mind. A **GOAL** is a value-based statement, not necessarily measurable but should include purpose, scope and context. An **OBJECTIVE** is a more specific, measurable statement of a desired end and should include location, character and timing. A **POLICY** is a rule or course of action that indicates how the goals and/or objectives of the plan should be realized, and should include principles, agreements, laws, regulations, and resolutions. A **PROGRAM** is a series of related, mission-oriented activities aimed at carrying out a particular goal or policy and should include initiatives, projects, milestones, costs and responsibilities. The Corradino Group strategy is to achieve strategic visioning meaningfully by incorporating all of the above.

Corradino has firsthand knowledge when it comes to understanding the needs of a coastal community. Our experience throughout the Keys in Monroe County translates into an understanding of what communities with unique characteristics need to succeed. The City must work towards promoting resilience to climate change and protecting infrastructure from sea level rise. Corradino will assist the City in creating and adopting goals, objectives, and policies that the City must adhere to, in order for the Strategic Vision to be a success.

What makes a vision strategic? A combination of community feedback and background analysis to create direction. The Project Team will take a "Mixed Scanning" approach to identify core ideals and needs, utilizing grounding principles, being realistic, holistic, balanced, and honest to guide future actions results in direct guidance to future goals, objectives, and policies.

Corradino has a four-step process:

- ◆ Conduct a **Background (Environment Scan)** by identifying key areas, through a situational analysis, identifying stakeholders, main issues and mandates; using Strength, Weaknesses, Opportunities, Threats (SWOT). SWOTs can be highly category specific.
- ◆ Perform **Public Outreach** through workshops, surveys, with multiple rounds of feedback.
- ◆ **Vision Creation** is the result of research and discussion. Visioning is essentially the process of developing a community wide consensus about what the City wants to be as it continues to evolve, and then deciding what tasks are necessary to achieve that vision.

- ◆ **Vision Refinement** after a series of tasks including research and analysis on specific topics, public engagement including conversations, meetings and interactive workshops, and vision drafting and prioritization, the ultimate vision statement succinctly captures in words and images what community members understand to be most valuable to them over the planning horizon.
- ◆ **Recommendation and vision statements** represent short term planning, looking out 3 to 5 years.. Their results are often incorporated into other planning documents like the comprehensive plan and 5-year capital improvement element. They are meant to be creative, collaborative exercises that inspire community members to work together to create and then achieve the vision. A thorough vision statement is a critical element needed for citizens, elected officials, management and staff to understand the broad long-term perspective necessary to make logical strategic decisions on issues as they arise. The key here is to create action strategies that will accomplish goals and objectives in the time allotted. The Corradino Group will prepare detailed operational tactical and work plans with outputs, staff assignments, schedules, costs, and budgets. Performance should be evaluated and monitored on a quarterly basis.

There are multiple tasks that can go into a visioning process. There may be a combination of project oversight and guidance, data collection and analysis, public engagement/workshops, recommendations, prioritization then a final statement.

Essentially an executive summary of the process, the Vision Statement is usually a concise, highly graphic, easily understandable document that clearly states the vision and how to achieve it. The Final Comprehensive Strategic Vision Plan will serve as a way to organize and prioritize City initiatives and resources to achieve goals with specific performance measures.

**EVALUATION CRITERIA #7: Our client references.**  
The following presents a brief reference list of clients

- 1. Village of Islamorada, FL**  
**Contact:** Ty Harris, Planning Director  
**Phone:** 305.664.6426  
**Email:** planningdirector@islamorada.fl.us
- 2. City of Oakland Park, FL**  
**Contact:** David Herbert, City Manager  
**Phone:** 954.457.1375  
**Email:** DavidH@oaklandparkfl.gov

**3. City of Hallandale Beach, FL**

**Contact:** Keven Klopp, Assistant City Manager  
**Phone:** 953.630.4209  
**Email:** kklopp@cohb.org

**4. City of Homestead, FL**

**Contact:** David Hennis, Assistant Director (City Planner)  
**Phone:** 305.224.4524  
**Email:** DHennis@cityofhomestead.com

**5. Town of Cutler Bay, FL**

**Contact:** Rafael Casals, Town Manager  
**Phone:** 305.234.4262  
**Email:** rcasals@cutlerbay-fl.gov

**EVALUATION CRITERIA #8: Cost of services to include all travel expenses, and all miscellaneous expenses**

Through our extensive public sector client experience, Corradino has an acute understanding of the limited resources local governments are entrusted with to finance such services. The following cost proposal is offered for your review and was developed with the City’s taxpayers in mind.

Project Description	Cost Estimate
Task 1A: Kick-off and Scope (weeks 1 – 3)	\$3,150
Task 1B: Data and Analyses (weeks 4 - 12)	\$9,250
Task 2A: Public Engagement and Workshop #1 (weeks 13 -18)	\$22,000
Task 2B: Public Engagement and Workshop #2 (weeks 19– 24)	\$24,000
Task 3A: Develop the Draft Action Plan	\$12,500
Task 3B: Report Review and Presentation to the Community	\$6,500
Subtotal Plan Preparation	\$77,400
Post Plan Implementation – Up to 2 Years	\$35,000/ per year



**TAB d.**

# Qualification Statement



**TAB d.**

## PROPOSER’S QUALIFICATION STATEMENT

The undersigned certifies under oath that the information provided herein is true and sufficiently complete so as not to be misleading.

PROJECT NAME: Strategic Planning Services

SUBMITTED TO: The City of Key West  
1300 White Street  
Key West, FL 33040

SUBMITTED BY:

Company Name:	<u>The Corradino Group, Inc.</u>	Corporation	<input checked="" type="checkbox"/>
Company Website:	<u>www.corradino.com</u>	Partnership	<input type="checkbox"/>
Principle’s Name:	<u>Joseph M. Corradino, AICP</u>	Individual	<input type="checkbox"/>
Principle’s Title:	<u>President</u>	Joint Vent	<input type="checkbox"/>
Address 1:	<u>4055 NW 97th Avenue, Suite 200</u>	Other	<input type="checkbox"/>
Address 2:	<u>Miami, FL 33178</u>		
Contact Email:	<u>jmcarradino@corradino.com</u>		

LICENSING: PE License

State of Florida License No. CA7665 Expires 02/28/2021

PROPOSER REFERENCES: List references, including contact name of whom we may call.

Reference List			
Reference	Contact Name	Phone	Email
1. Village of Islamorada, FL	Ty Harris, Planning Director	305-664-6426	*see below
2. City of Oakland Park, FL	David Herbert, City Manager	954.457.1375	
3. City of Hallandale Beach, FL	Keven Klopp, Assistant City Manager	953.630.4209	
4. City of Homestead, FL	David Hennis, Asst. Director	305.224.4524	
5. Town of Cutler Bay, FL	Rafael Casals, Town Manager	305.234.4262	

I certify under oath that all the information herein is true.

Signature

State of Florida  
 County of   Miami-Dade  

Sworn to (or affirmed) and subscribed before me this   23rd   day of   April  , 2020

By   Joseph M. Corradino, AICP - President  

(Seal)

Signature of Notary

Personally Known   ✓    
 Produced Identification \_\_\_\_\_  
 Type Produced \_\_\_\_\_

  Guerty Odolphe    
 Print



**Guerty Odolphe**  
 Commission # GG070789  
 Expires: Feb. 7, 2021  
 Bonded thru Aaron Notary

\*Email (from above chart)

1. [planningdirector@islamorada.fl.us](mailto:planningdirector@islamorada.fl.us)
2. [DavidH@oaklandparkfl.gov](mailto:DavidH@oaklandparkfl.gov)
3. [kklopp@cohb.org](mailto:kklopp@cohb.org)
4. [DHennis@cityofhomestead.com](mailto:DHennis@cityofhomestead.com)
5. [rcasals@cutlerbay-fl.gov](mailto:rcasals@cutlerbay-fl.gov)

**Firm Licenses and Certifications**

*State of Florida  
Department of State*

I certify from the records of this office that THE CORRADINO GROUP, INC. is a Kentucky corporation authorized to transact business in the State of Florida, qualified on January 13, 1997.

The document number of this corporation is F97000000207.

I further certify that said corporation has paid all fees due this office through December 31, 2020, that its most recent annual report/uniform business report was filed on January 8, 2020, and that its status is active.

I further certify that said corporation has not filed a Certificate of Withdrawal.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Twenty-first day of January,  
2020*



*Ronald R. Be...*  
**Secretary of State**

Tracking Number: 1517836817CU  
To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.  
<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

Ron DeSantis, Governor Halsey Beshears, Secretary

**STATE OF FLORIDA  
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION  
BOARD OF PROFESSIONAL ENGINEERS**

THE ENGINEERING BUSINESS HEREIN IS AUTHORIZED UNDER THE  
PROVISIONS OF CHAPTER 471, FLORIDA STATUTES

**THE CORRADINO GROUP, INC.**  
4055 NW 97TH AVE  
MIAMI FL 33178

LICENSE NUMBER: CA7665  
EXPIRATION DATE: FEBRUARY 28, 2021  
Always verify licenses online at MyFloridaLicense.com

Do not alter this document in any form.  
This is your license. It is unlawful for anyone other than the licensee to use this document.



This certificate hereby qualifies

**Joseph Michael Corradino, AICP**

as a member with all the benefits of a Certified Planner and a commitment to the AICP Code of Ethics and Professional Conduct.

Certified Planner Number 012032

*Paul Farmer*  
Paul Farmer, FAICP  
Chief Executive Officer

*Lee Brown*  
Lee Brown, FAICP  
President



This certificate hereby qualifies

**Edward Wing Keung Ng, AICP**

as a member with all the benefits of a Certified Planner and a commitment to the AICP Code of Ethics and Professional Conduct.

Certified Planner Number: 028927

*James M. Drinan*  
James M. Drinan, JD  
Executive Director

*Valerie Hubbard*  
Valerie Hubbard, FAICP  
President



This certificate acknowledges

**Scarlet R. Hammons, AICP CTP**

having complied with all requirements of the American Institute of Certified Planners, the American Planning Association's professional institute, providing recognized leadership nationwide in the certification of professional planners and the ethics, professional development, planning education and standards of planning practice, is hereby provided this certificate as evidence of certification of expertise in the field of transportation planning and is hereby declared to be a

Certified Transportation Planner

*James M. Drinan*  
James M. Drinan, JD  
Executive Director

*Glenn E. Larson*  
Glenn E. Larson, AICP  
President



This certificate hereby qualifies

**Kathryn Lyon, AICP**

as a member with all the benefits of a Certified Planner and a commitment to the AICP Code of Ethics and Professional Conduct.

Certified Planner Number 026921

*Paul Farmer*  
Paul Farmer, FAICP  
Chief Executive Officer

*Lee Brown*  
Lee Brown, FAICP  
President





**TAB e.**

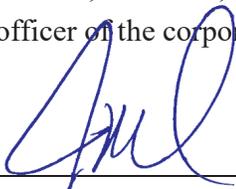
# Required Forms & Affidavits



**ANTI-KICKBACK AFFIDAVIT**

STATE OF FLORIDA            )  
  Miami-Dade                 : SS  
COUNTY OF ~~MONROE~~         )

I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

By:   
Joseph M. Corradino, AICP - President

Sworn and subscribed before me this

23rd day of April, 2020.

Guerly Odolphe   
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 02/07/2021

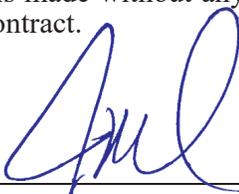


Guerly Odolphe  
Commission # GG070789  
Expires: Feb. 7, 2021  
Bonded thru Aaron Notary

**NON-COLLUSION AFFIDAVIT**

STATE OF FLORIDA            )  
  Miami-Dade                 : SS  
COUNTY OF ~~MONROE~~        )

I, the undersigned hereby declares that the only persons or parties interested in this Proposal are those named herein, that this Proposal is, in all respects, fair and without fraud, that it is made without collusion with any official of the Owner, and that the Proposal is made without any connection or collusion with any person submitting another Proposal on this Contract.

By:   
Joseph M. Corradino, AICP - President

Sworn and subscribed before me this

23rd day of April, 2020.

Guerty Odolphe   
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 02/07/2021



Guerty Odolphe  
Commission # GG070789  
Expires: Feb. 7, 2021  
Bonded thru Aaron Notary

**SWORN STATEMENT UNDER SECTION 287.133(3)(a)  
FLORIDA STATUTES ON PUBLIC ENTITY CRIMES**

**THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICE  
AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted with Bid, Bid or Contract No. RFP # 005-20 for City of Key West Strategic Planning Services
  
2. This sworn statement is submitted by The Corradino Group, Inc.  
(Name of entity submitting sworn statement)  
whose business address is 4055 NW 97th Avenue, Suite 200  
Miami, FL 33178 and (if applicable) its Federal  
Employer Identification Number (FEIN) is 61-0713040 (If the entity has no FEIN,  
include the Social Security Number of the individual signing this sworn statement.)
  
3. My name is Joseph M. Corradino, AICP and my relationship to  
(Please print name of individual signing)  
the entity named above is President.
  
4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including but not limited to, any Bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, material misrepresentation.
  
5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication guilt, in any federal or state trial court of record relating to charges brought by indictment information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
  
6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means
  1. A predecessor or successor of a person convicted of a public entity crime: or
  2. An entity under the control of any natural person who is active in the management of t entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
  
7. I understand that a "person" as defined in Paragraph 287.133(1)(8), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter

into a binding contract and which Bids or applies to Bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)

There has been a proceeding concerning the conviction before a hearing of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order.)

The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order.)

The person or affiliate has not been put on the convicted vendor list. (Please describe any action taken by or pending with the Department of General Services.)

(Signature)  
Joseph M. Corradino, AICP - President

STATE OF Florida (Date) 04/23/2020

COUNTY OF Miami-Dade

PERSONALLY, APPEARED BEFORE ME, the undersigned authority,

Joseph M. Corradino, AICP  
(Name of individual signing)

who, after first being sworn by me, affixed his/her signature in the

space provided above on this 23rd day of April, 2020.



Guerty Odolphe  
Commission # GG070789  
Expires: Feb. 7, 2021  
Bonded thru Aaron Notary

My commission expires: 02/07/2021  
NOTARY PUBLIC

Guerty Odolphe

**INDEMNIFICATION**

To the fullest extent permitted by law, the CONSULTANT expressly agrees to indemnify and hold harmless the City of Key West, their officers, directors, agents, and employees (herein called the "indemnitees") from liabilities, damages, losses and costs, including, but not limited to, reasonable attorney's fees and court costs, such legal expenses to include costs incurred in establishing the indemnification and other rights agreed to in this Paragraph, to persons or property, to the extent caused by the negligence, recklessness, or intentional wrongful misconduct of the CONSULTANT, its Sub-consultants or persons employed or utilized by them in the performance of the Contract. Claims by indemnitees for indemnification shall be limited to the amount of CONSULTANT's insurance or \$1 million per occurrence, whichever is greater. The parties acknowledge that the amount of the indemnity required hereunder bears a reasonable commercial relationship to the Contract and it is part of the project specifications or the bid documents, if any.

The indemnification obligations under the Contract shall not be restricted in any way by any limitation on the amount or type of damages, compensation, or benefits payable by or for the CONSULTANT under workers' compensation acts, disability benefits acts, or other employee benefits acts, and shall extend to and include any actions brought by or in the name of any employee of the CONSULTANT or of any third party to whom CONSULTANT may subcontract a part or all the Work. This indemnification shall continue beyond the date of completion of the work.

: The Corradino Group, Inc.

SEAL:

4055 NW 97th Avenue, Suite 200, Miami FL 33178

Address

Signature



Joseph M. Corradino, AICP

Print Name

President

Title

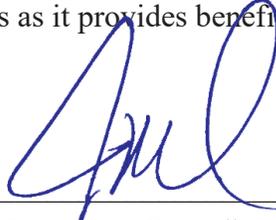
04/23/2020

Date

**EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT**

STATE OF Florida )  
 : SS  
COUNTY OF Miami-Dade )

I, the undersigned hereby duly sworn, depose and say that the firm of The Corradino Group, Inc. provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses per City of Key West Ordinance Sec. 2-799.

By:   
Joseph M. Corradino, AICP - President

Sworn and subscribed before me this

23rd day of April, 2020.

Guerly Odolphe   
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 02/07/2021



Guerly Odolphe  
Commission # GG070789  
Expires: Feb. 7, 2021  
Bonded thru Aaron Notary

**City Ordinance Sec. 2-799  
Requirements for City Contractors to Provide Equal Benefits for Domestic Partners**

(a) Definitions. For purposes of this section only, the following definitions shall apply:

- (1) **Benefits** means the following plan, program or policy provided or offered by a contractor to its employees as part of the employer's total compensation package: sick leave, bereavement leave, family medical leave, and health benefits.
- (2) **Bid** shall mean a competitive bid procedure established by the city through the issuance of an invitation to bid, request for proposals, request for qualifications, or request for letters of interest.
- (3) **Cash equivalent** means the amount of money paid to an employee with a domestic partner in lieu of providing benefits to the employee's domestic partner. The cash equivalent is equal to the employer's direct expense of providing benefits to an employee for his or her spouse.

The cash equivalents of the following benefits apply:

- a. For bereavement leave, cash payment for the number of days that would be allowed as paid time off for the death of a spouse. Cash payment would be in the form of the wages of the domestic partner employee for the number of days allowed.
  - b. For health benefits, the cost to the contractor of the contractor's share of the single monthly premiums that are being paid for the domestic partner employee, to be paid on a regular basis while the domestic partner employee maintains such insurance in force for himself or herself.
  - c. For family medical leave, cash payment for the number of days that would be allowed as time off for an employee to care for a spouse who has a serious health condition. Cash payment would be in the form of the wages of the domestic partner employee for the number of days allowed.
- (4) **Contract** means any written agreement, purchase order, standing order or similar instrument entered into pursuant to the award of a bid whereby the city is committed to expend or does expend funds in return for work, labor, professional services, consulting services, supplies, equipment, materials, construction, construction related services or any combination of the foregoing.
  - (5) **Contractor** means any person or persons, sole proprietorship, partnership, joint venture, corporation, or other form of doing business, that is awarded a bid and enters into a covered contract with the city, and which maintains five (5) or more full-time employees.
  - (6) **Covered contract** means a contract between the city and a contractor awarded subsequent to the date when this section becomes effective valued at over twenty thousand dollars (\$20,000).
  - (7) **Domestic partner** shall mean any two adults of the same or different sex, who have registered as domestic partners with a governmental body pursuant to state or local law authorizing such registration, or with an internal registry maintained by the employer of at least one of the domestic partners. A contractor may institute an internal registry to allow for the provision of equal benefits to employees with domestic partner who do not register their partnerships pursuant to a governmental body authorizing such registration, or who are located in a jurisdiction where no such governmental domestic partnership registry exists. A contractor that institutes such registry shall not impose criteria for registration that are more stringent than those required for domestic partnership registration by the City of Key West pursuant to Chapter 38, Article V of the Key West Code of Ordinances.
  - (8) **Equal benefits** mean the equality of benefits between employees with spouses and employees with domestic partners, and/or between spouses of employees and domestic partners of employees.

(b) Equal benefits requirements.

- (1) Except where otherwise exempt or prohibited by law, a Contractor awarded a covered contract pursuant to a bid process shall provide benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses.

- (2) All bid requests for covered contracts which are issued on or after the effective date of this section shall include the requirement to provide equal benefits in the procurement specifications in accordance with this section.
  - (3) The city shall not enter into any covered contract unless the contractor certifies that such contractor does not discriminate in the provision of benefits between employees with domestic partners and employees with spouses and/or between the domestic partners and spouses of such employees.
  - (4) Such certification shall be in writing and shall be signed by an authorized officer of the contractor and delivered, along with a description of the contractor's employee benefits plan, to the city's procurement director prior to entering into such covered contract.
  - (5) The city manager or his/her designee shall reject a contractor's certification of compliance if he/she determines that such contractor discriminates in the provision of benefits or if the city manager or designee determines that the certification was created or is being used for evading the requirements of this section.
  - (6) The contractor shall provide the city manager or his/her designee, access to its records for the purpose of audits and/or investigations to ascertain compliance with the provisions of this section, and upon request shall provide evidence that the contractor is in compliance with the provisions of this section upon each new bid, contract renewal, or when the city manager has received a complaint or has reason to believe the contractor may not be in compliance with the provisions of this section. This shall include but not be limited to providing the city manager or his/her designee with certified copies of all of the contractor's records pertaining to its benefits policies and its employment policies and practices.
  - (7) The contractor may not set up or use its contracting entity for the purpose of evading the requirements imposed by this section.
- (c) Mandatory contract provisions pertaining to equal benefits. Unless otherwise exempt, every covered contract shall contain language that obligates the contractor to comply with the applicable provisions of this section. The language shall include provisions for the following:
- (1) During the performance of the covered contract, the contractor certifies and represents that it will comply with this section.
  - (2) The failure of the contractor to comply with this section will be deemed to be a material breach of the covered contract.
  - (3) If the contractor fails to comply with this section, the city may terminate the covered contract and all monies due or to become due under the covered contract may be retained by the city. The city may also pursue any and all other remedies at law or in equity for any breach.
  - (4) If the city manager or his designee determines that a contractor has set up or used its contracting entity for the purpose of evading the requirements of this section, the city may terminate the covered contract.
- (d) Enforcement. If the contractor fails to comply with the provisions of this section:
- (1) The failure to comply may be deemed to be a material breach of the covered contract; or
  - (2) The city may terminate the covered contract; or
  - (3) Monies due or to become due under the covered contract may be retained by the city until compliance is achieved; or
  - (4) The city may also pursue any and all other remedies at law or in equity for any breach;
  - (5) Failure to comply with this section may also subject contractor to the procedures set forth in Division 5 of this article, entitled "Debarment of contractors from city work."
- (e) Exceptions and waivers.

The provisions of this section shall not apply where:

- (1) The contractor does not provide benefits to employees' spouses.
- (2) The contractor is a religious organization, association, society or any non-profit charitable or

educational institution or organization operated, supervised or controlled by or in conjunction with a religious organization, association or society.

- (3) The contractor is a governmental entity.
- (4) The sale or lease of city property.
- (5) The provision of this section would violate grant requirement, the laws, rules or regulations of federal or state law (for example, the acquisition services procured pursuant to Chapter 287.055, Florida Statutes known as the "Consultants' Competitive Negotiation Act").
- (6) Provided that the contractor does not discriminate in the provision of benefits, a contractor may also comply with this section by providing an employee with the cash equivalent of such benefits, if the city manager or his/her designee determines that either:
  - a. The contractor has made a reasonable yet unsuccessful effort to provide equal benefits. The contractor shall provide the city manager or his/her designee with sufficient proof of such inability to provide such benefit or benefits which shall include the measures taken to provide such benefits or benefits and the cash equivalent proposed, along with its certificate of compliance, as is required under this section.
- (7) The city commission waives compliance of this section in the best interest of the city, including but not limited to the following circumstances:
  - a. The covered contract is necessary to respond to an emergency.
  - b. Where only one bid response is received.
  - c. Where more than one bid response is received, but the bids demonstrate that none of the bidders can comply with the requirements of this section.
- (f) City's authority to cancel contract. Nothing in this section shall be construed to limit the city's authority to cancel or terminate a contract, deny or withdraw approval to perform a subcontract or provide supplies, issue a non-responsibility finding, issue a non-responsiveness finding, deny a person or entity prequalification, or otherwise deny a person or entity city business.
- (g) Timing of application. This section shall be applicable only to covered contracts awarded pursuant to bids which are after the date when this section becomes effective.

**CONE OF SILENCE AFFIDAVIT**

STATE OF Florida )  
 : SS  
COUNTY OF Miami-Dade )

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of The Corradino Group, Inc. have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

Joseph M. Corradino, AICP - President

(signature)

04/23/2020

date) (

Sworn and subscribed before me this

23rd Day of April, 2020

Guerly Odolphe

NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 02/07/2021



**Guerly Odolphe**  
Commission # GG070789  
Expires: Feb. 7, 2021  
Bonded thru Aaron Notary

**City Ordinance Sec. 2-773. - Cone of silence.**

- (a) *Definitions.* For purposes of this section, reference to one gender shall include the other, use of the plural shall include the singular, and use of the singular shall include the plural. The following definitions apply unless the context in which the word or phrase is used requires a different definition:
- (1) *Competitive solicitation* means a formal process by the City of Key West relating to the acquisition of goods or services, which process is intended to provide an equal and open opportunity to qualified persons and entities to be selected to provide the goods or services. Competitive solicitation shall include request for proposals ("RFP"), request for qualifications ("RFQ"), request for letters of interest ("RFLI"), invitation to bid ("ITB") or any other advertised solicitation.
  - (2) *Cone of silence* means a period of time during which there is a prohibition on communication regarding a particular competitive solicitation.
  - (3) *Evaluation or selection committee* means a group of persons appointed or designated by the city to evaluate, rank, select, or make a recommendation regarding a vendor or the vendor's response to the competitive solicitation. A member of such a committee shall be deemed a city official for the purposes of subsection (c) below.
  - (4) *Vendor* means a person or entity that has entered into or that desires to enter into a contract with the City of Key West or that seeks an award from the city to provide goods, perform a service, render an opinion or advice, or make a recommendation related to a competitive solicitation for compensation or other consideration.
  - (5) *Vendor's representative* means an owner, individual, employee, partner, officer, or member of the board of directors of a vendor, or a consultant, lobbyist, or actual or potential subcontractor or sub-consultant who acts at the behest of a vendor in communicating regarding a competitive solicitation.
- (b) *Prohibited communications.* A cone of silence shall be in effect during the course of a competitive solicitation and prohibit:
- (1) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and the city's administrative staff including, but not limited to, the city manager and his or her staff;
  - (2) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and the mayor, city commissioners, or their respective staff;
  - (3) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and any member of a city evaluation and/or selection committee therefore; and
  - (4) Any communication regarding a particular competitive solicitation between the mayor, city commissioners, or their respective staff, and a member of a city evaluation and/or selection committee therefore.
- (c) *Permitted communications.* Notwithstanding the foregoing, nothing contained herein shall prohibit:
- (1) Communication between members of the public who are not vendors or a vendor's representative and any city employee, official or member of the city commission;
  - (2) Communications in writing at any time with any city employee, official or member of the city commission, unless specifically prohibited by the applicable competitive solicitation.
    - (A) However, any written communication must be filed with the city clerk. Any city employee, official or member of the city commission receiving or making any written communication must immediately file it with the city clerk.
    - (B) The city clerk shall include all written communication as part of the agenda item when publishing information related to a particular competitive solicitation;
  - (3) Oral communications at duly noticed pre-bid conferences;
  - (4) Oral presentations before publicly noticed evaluation and/or selection committees;

- (5) Contract discussions during any duly noticed public meeting;
  - (6) Public presentations made to the city commission or advisory body thereof during any duly noticed public meeting;
  - (7) Contract negotiations with city staff following the award of a competitive solicitation by the city commission; or
  - (8) Purchases exempt from the competitive process pursuant to section 2-797 of these Code of Ordinances;
- (d) *Procedure.*
- (1) The cone of silence shall be imposed upon each competitive solicitation at the time of public notice of such solicitation as provided by section 2-826 of this Code. Public notice of the cone of silence shall be included in the notice of the competitive solicitation. The city manager shall issue a written notice of the release of each competitive solicitation to the affected departments, with a copy thereof to each commission member, and shall include in any public solicitation for goods and services a statement disclosing the requirements of this ordinance.
  - (2) The cone of silence shall terminate at the time the city commission or other authorized body makes final award or gives final approval of a contract, rejects all bids or responses to the competitive solicitation, or takes other action which ends the competitive solicitation.
  - (3) Any city employee, official or member of the city commission that is approached concerning a competitive solicitation while the cone of silence is in effect shall notify such individual of the prohibitions contained in this section. While the cone of silence is in effect, any city employee, official or member of the city commission who is the recipient of any oral communication by a potential vendor or vendor's representative in violation of this section shall create a written record of the event. The record shall indicate the date of such communication, the persons with whom such communication occurred, and a general summation of the communication.
- (e) *Violations/penalties and procedures.*
- (1) A sworn complaint alleging a violation of this ordinance may be filed with the city attorney's office. In each such instance, an initial investigation shall be performed to determine the existence of a violation. If a violation is found to exist, the penalties and process shall be as provided in section 1-15 of this Code.
  - (2) In addition to the penalties described herein and otherwise provided by law, a violation of this ordinance shall render the competitive solicitation void at the discretion of the city commission.
  - (3) Any person who violates a provision of this section shall be prohibited from serving on a City of Key West advisory board, evaluation and/or selection committee.
  - (4) In addition to any other penalty provided by law, violation of any provision of this ordinance by a City of Key West employee shall subject said employee to disciplinary action up to and including dismissal.
  - (5) If a vendor is determined to have violated the provisions of this section on two more occasions it shall constitute evidence under City Code section 2-834 that the vendor is not properly qualified to carry out the obligations or to complete the work contemplated by any new competitive solicitation. The city's purchasing agent shall also commence any available debarment from city work proceeding that may be available upon a finding of two or more violations by a vendor of this section.

(Ord. No. 13-11, § 1, 6-18-2013)

**PROPOSER’S CHECKLIST**

(Note: The purpose of this checklist is to serve as a reminder of major items to be addressed in submitting a proposal and is not intended to be all inclusive. It does not alleviate the proposer from the responsibility of becoming familiar with all aspects of these Documents and proper completion and submission of his proposal.)

- 1. All included documents thoroughly read and understood. ✓
- 2. Addenda acknowledged. ✓
- 3. Qualification Form filled out. ✓
- 4. Responses submitted in the following order: ✓
  - a. Cover Letter
  - b. Table of Contents
  - c. Executive Summary
  - d. Qualification Statement
  - e. Required Forms & Affidavits
  - f. Addendum acknowledgment
- 5. Proposer familiar with federal, state and local laws, ordinances, rules and regulations affecting performance of the work.
- 6. Proposal submitted in sealed envelope and addressed and labeled in conformance with the instruction in the RFP.



**TAB f.**

# **Addendum Acknowledgment**





### Addendum #1

With the due date of the City's RFP # 005-20 for Strategic Planning Services approaching, we are following up again about a few submittal requirements. We submitted the questions below prior to the extension of the opening date and we were hoping you could answer them for us.

1. Our production staff are located in areas where stay-at-home orders are in place. As such, we are wondering if we could submit our proposal via email only in lieu of the hard copies requested in the RFP, to avoid our staff needing to come into the office to print and ship the proposal. Please let us know if this electronic submission would be acceptable. **No electronic copies can be submitted.**
2. Also, would a signature be sufficient for the requested forms that are required to be notarized, since meeting with a notary might not be possible at this time? **The forms must be notarized**
3. Do front/back covers, table of contents, required forms, resumes, and addendum acknowledgement count towards the 20-page limit? **No**



### **Addendum #2**

The Proposer's Qualification Statement (p 2) asks for the State License number. The Department of Business and Professional Regulation (DBPR) does not cover "Consulting" as a field they license. I do, however, have a current city of Key West License and corresponding number. Will that suffice for the application? If not, is there some other license I should acquire?

**Consulting businesses are considered a general service and only requires the Sunbiz document showing their business name is registered with the State of Florida. Unless the applicant is a state licensed professional a DBPR license is not required.**



# APPENDIX.

# Resumes

APPENDIX



THE CORRADINO GROUP

YEARS OF EXPERIENCE  
26

EDUCATION

1990, BA (Geography), Villanova University  
1992, MA (Community Planning), University of Cincinnati

PROFESSIONAL REGISTRATIONS

Miami-Dade Board of County Commissioners (Member of the Board of Rules and Appeals)  
American Institute of Certified Planners No. 012032  
Mayor, Village of Pinecrest, FL (2016 – Present)  
Vice Mayor, Council Member Village of Pinecrest, FL (2006-2014)  
Miami-Dade MPO, Transportation Planning Council – (2009-2016)  
Miami-Dade MPO, Citizens Transportation Advisory Committee, (2004-2006)  
Miami-Dade County, Development Permitting Advisory Committee, (2005-2007)  
Chairman of the Board, American Planning Association; Gold Coast Section Executive Board (2005-2007)  
Chairman of the Board, Board of Dir Chamber South (2006 - 2016)  
Chairman of the Board, Doral Business Council (2005-2007)  
Chairman, Planning Board, Pinecrest (2004-2006)

HONORS AND AWARDS

American Planning Association Award for Outstanding Achievement: Transportation Concurrency Management Areas  
APA Award for Outstanding Mobility Project: Palmetto Bay Transportation Master Plan  
Florida Redevelopment Association Award: Hialeah Transportation

JOSEPH M. CORRADINO, AICP



Mr. Corradino is president of The Corradino Group, Inc. and heads the company's land use and transportation planning operations. Over his 26-year career he has been an advocate of planning transportation and land use together, focusing on working with local governments to create and improve their comprehensive plans, zoning codes and transportation master plans.

Mr. Corradino has won six awards from the American Planning Association. He previously served as Chairman of the Village of Pinecrest Planning Board and currently serves as Mayor. He also served on the Miami-Dade County MPO, Citizens Transportation Advisory Committee (CTAC), and the Development Permitting Advisory Committee (DPAC). He was the Chairman of the Gold Coast Chapter of the American Planning Association and has served as planning consultant for municipalities such as Key Biscayne, Homestead, Cutler Bay, Palmetto Bay, South Miami, Miami, Miami Beach, Aventura, Sunny Isles Beach, Doral, Miami Gardens, Hialeah, and many others.

EXPERIENCE

**Comprehensive Plan, Zoning Code. Town of Cutler Bay, FL. Principal-in-Charge.** Corradino serves as the Town's General Consultant assisting with transportation, planning and civil engineering projects. As part of this GES contract, Corradino produced the Transportation Master Plan, completed traffic calming analyses, and led the effort to write the Towns' Comprehensive Plan, which led to a significant intensification and diversification of the land uses in the Southland Mall area. **Reference: Ralph Casals, Town Manager; 305.234.4262; townmanager@cutlerbay-fl.gov.**

**Transportation Master Plan, General Planning and Engineering Services, City of Doral, FL. Principal-in-Charge/Project Manager.** The Corradino Group developed the City's first transportation master plan; reviewed developments moving through the public hearing process; reviewed applicants' traffic impact analysis; planned, implemented and managed one of the most successful municipal circulator systems; and provided in-house staff assistance in day-to-day planning and engineering functions. Tasks also include general traffic engineering services, traffic data execution, field observations, roadway capacity/level-of-service (LOS) analyses, traffic surveys, road safety analyses, parking and site plan studies/reviews, and review of traffic impact analyses of proposed land developments. **Reference: Carlos Arroyo, Public Works Director; 305.593.6740 x6000; Carlos.Arroyo@cityofdoral.com.**

**Palmetto Bay Professional Services: Traffic Engineering, Urban Planning and General A/E Services, Village of Palmetto Bay, FL. Principal-in-Charge.** Corradino provides the City with the following services: general urban planning to include, but not limited to: comprehensive planning, land development regulation, charrettes; neighborhood plans, and code enforcement regulations. general traffic engineering services, to include, but not limited to: traffic counts and reports; traffic planning and surveys; and comprehensive traffic analysis, safety analysis, parking studies, traffic intrusion studies, and neighborhood traffic management. General architectural and engineering services to include but not limited to: building renovations and/or alterations; facility design, and specifications; space planning;

cost estimating; construction inspection/construction management; landscape design; and park facility master planning. **Reference: Edward Silva, Village Manager; 305.259.1234; esilva@palmettobay-fl.gov.**

THE CORRADINO GROUP

**YEARS OF EXPERIENCE**  
23

**EDUCATION**  
University of California, San Diego,  
BA Urban Studies and Planning  
(June 1995)

**PROFESSIONAL AFFILIATIONS**  
Chair, Technical Coordinating  
Committee, Broward  
Metropolitan Planning  
Organization (2014 to 2016)  
Chair, Planning and Zoning Board,  
Surfside, Florida (2010 to  
2011)  
Airport Leadership Development  
(class of 2014)  
Member, American Association of  
Airport Executives (2013 to  
Present)  
Member, American Planning  
Association (1995 to Present)  
Chair, Gold Coast Section, APA  
Florida (2008 to 2011)  
Gold Coast Representative, APA  
Florida Legislative Policy  
Committee (2010 to 2011)  
Member, Urban Land Institute,  
Miami Young Leaders Steering  
Committee (2011 to 2013)  
Chair, APA Florida Annual  
Conference Committee, Miami  
(2008)

**PROFESSIONAL CERTIFICATIONS**  
American Institute of Certified  
Planners  
Certificate in Community Real  
Estate Development, University  
of South Florida  
Supervisor Apprenticeship course,  
Broward County

SCARLET R. HAMMONS, AICP CTP



Ms. Hammons specializes in the analyses of land use issues related to comprehensive plans, zoning, and all aspects of the site planning process. She has recently completed AICP Advanced Certification in Transportation Planning. Her experience also includes preparing zoning regulations, writing comprehensive plans, drafting ordinances, assisting with transportation master plans and preparing graphics, exhibits and maps. She has managed numerous planning projects for Corradino’s municipal and agency clients. She served for three years in the Florida Department of Transportation, District 6 planning division where she was the in-house growth management analyst.

**EXPERIENCE**

**Evaluation and Appraisal Report Based Amendments to the Comprehensive Plan, City of Key West, FL.** The Corradino Group prepared of the City of Key West’s 2013 EAR-based EAR amendments, the first major update of its Comprehensive Plan. Major outcomes include separating Future Land Use and zoning districts, providing for a Building Permit Allocation of 910 units through 2023, establishing a bicycle and pedestrian level of service, and establishing a walking radius standard for parks. The amendments were adopted on schedule and found sufficient.

**Evaluation and Appraisal Report (EAR) based amendments, Village of Islamorada, FL.** *Project Manager* for the Comprehensive Plan Amendments, Ms. Hammons was available to assist the Village during recovery period following Hurricane Irma, essentially getting the Planning Department back on its feet. As part of that assistance, Corradino revised the Comprehensive Plan amendments to address the three objections from the DEO review in March 2017. To ensure the amendments would address the three objections, Corradino worked closely with planners at DEO as well as the South Florida Regional Planning Council. This approach proved to be successful, as the adopted amendments were approved by DEO with no further comments.

**Town of Cutler Bay, Comprehensive Plan Project Manager.** Corradino led the effort to write the Towns Comprehensive Plan, which led to a significant intensification and diversification of the land uses in the Southland Mall area. This activity is critical in providing the land use intensity required to support mass transit.

**City of Homestead General Planning Services, Miami-Dade County, FL.** *Senior Planner.* In 2014, Corradino was tasked with completing the Comprehensive Plan Future Land Use Plan Map amendments, rezoning of City-owned properties in Downtown Homestead, and amending the zoning code to allow for certain public and retail/entertainment facilities. Corradino’s

planners review all applications, including site plans, variances, certificates of use, special exceptions, planned unit developments and traffic impact.

**Concurrency Review Consultant, Cost Recovery, North Miami Beach, FL.** *Project Planner.* Corradino reviews the development application data and usage for each concurrency category and compares that against the remaining capacity. Capacity surpluses or deficits are identified and a concurrency report is issued.

THE CORRADINO GROUP

YEARS OF EXPERIENCE

18

EDUCATION

BA (Geography), University of Florida, June 2000

MBA (Environmental Management), Florida Atlantic University, August 2004

PROFESSIONAL REGISTRATIONS/QUALIFICATIONS

American Institute of Certified Planners No. 026921

Certified Floodplain Manager

Florida Licensed Real Estate Agent License No. SL3265451

AWARDS

NACO Achievement Award Winner: GIS in Transportation Planning GIS Expo display: 3rd Place FHWA Environmental Excellence Award

American Planning Association- Member

Florida Planning and Zoning Association- Member

KATHRYN R. LYON, AICP, CFM



With more than 18 years of zoning, land-use and development planning experience in Miami-Dade and Broward Counties, in both the private and public sectors, Kathryn provides invaluable expertise to navigate the land development process, from site evaluation and due diligence through project completion. As a Planner (AICP), GIS Analyst, Zoning Coordinator, Certified Floodplain Manager (CFM), Project Manager, and Realtor, Kathryn offers government, commercial and residential property owners, and developers a full range of services, at all phases of construction, from planning to completion.

She also currently serves as an adjunct faculty member at Florida International University.

EXPERIENCE

**Community Development Department, Planning and Zoning Division, Town of Cutler Bay, FL. Planning & Zoning Director.** Oversaw complex technical work and created the Comprehensive Growth Management Plan, Land Use Regulations, and other codes related to land use. Supervised department staff and managed professional planning consultants.

**Community Development Department, Town of Cutler Bay, FL. Planner/Interim Community Development Director.** Supervised Planning & Zoning, Building, and Code Enforcement Divisions. Planning and Zoning Department: processed site plan, variances, and land development applications, conducted all zoning reviews for building permit applications, assisted living facilities/group home application reviews, zoning verification letters, conducted all zoning inspections. Prepared staff reports, reviewed development plans for adherence to land use requirements and conducted field inspections of area development. Developed GIS system and performed data analysis; updated all Town thematic maps.

**District Facilities Management, Miami Dade Community College, Miami Dade, FL. Campus Facilities Planner.** Maintained the Campus priority lists for new construction, remodeling and renovation projects; served as the Campus liaison with state facilities survey

teams; met with Campus President and Administrators to aid them in planning campus facilities priority list; coordinated personnel moves, remodeling, and renovations.

**Rapid Renovations. Project Director/Consultant Services under Contract.** Project Director for small- and large-scale developments; responsible for hiring architects, contractors, developing timelines and cost estimation as well as site plan review.

**Office of Planning, City of Hollywood, FL. Associate Planner.** Comprehensive planning, development review, zoning, historic preservation, site plan review, transportation planning and geographic information system functions; Reported preparation and presentation to LPA and associated boards.

**Fire Rescue Department, Miami Dade County, FL. Senior Planner.** (GIS, Map Publication, Plats, DRI, and Zoning Reviews.) Assisted in determining the need, placement, and timing of fire stations and/or service through monitoring of key forecast indicators, which included projecting the impact of population and infrastructure growth on existing service demand trends. Utilized Geographic Information Systems as a tool in projecting the impact/demand on response service quality.

**MPO/Transportation Planning Division, Broward County, FL. Information Systems Analyst I.** (GIS, Map Publication, Long Range Transportation Planning.) Assisted in the development of the Long-Range Transportation Plan (LRTP) using computerized travel forecast models as well as Geographic Information Systems. Maintained Broward County streets layers, turning movement counts, and traffic counts using GIS.

**MPO/Transportation Planning Division, Broward County, FL. Assistant Planner.** (GIS, Map Publication, Intermodal, Congestion Management.) Monitored and analyzed the magnitude of congestion in Broward County's multimodal transportation system. Published maps and utilized GIS to assist in analyzing efforts.

THE CORRADINO GROUP

YEARS OF EXPERIENCE

2

EDUCATION

Master's in Urban Planning, NYU  
Robert F. Wagner Graduate  
School of Public Service, May  
2017  
BA, New York University, May 2015

HONORS AND AWARDS

Capstone Project: Rye Town Park,  
Rye Ny  
American Planning Association  
Studio Presentations, New York,  
NY

CHELSEA BRANDON, AICP-C



Ms. Brandon is an Urban Planner with experience in zoning and land use planning, transportation planning, environmental planning, and affordable housing. Her recent work for Corradino includes performing population and employment projections for the TPO SMART Plan/North Corridor, acting as a planning consultant to Miami- Dade County District Public Schools, reviewing site plans and drafting land use and zoning reports, and preparing GIS maps for various Florida municipalities.

EXPERIENCE

**Miami-Dade County TPO SMART Plan/North Corridor. Planner.** On April 21, 2016, the Miami-Dade TPO Governing Board passed the Strategic Miami Area Rapid Transit (SMART) Plan recognizing the community’s long-standing desire to advance a program of rapid transit and supporting projects to address the mobility needs throughout Miami-Dade County. The six SMART Corridors are: North Corridor (NW 27th Avenue); South Dade TransitWay; Tri-Rail Coastal Link (Northeast/FEC Corridor); East-West Corridor (SR-836); Kendall Corridor; and Beach Corridor.

**Miami-Dade County District Public Schools, FL. Consultant.** Coordinating information and gathering data for transportation safety programs, roadway projects and infrastructure improvements on behalf of Miami-Dade County Public Schools and provide mapping to determine any potential impacts.

**Town of Miami Lakes Smart Mobility and Future Technology Transportation Study. Planner.** Studied and assessed viable technologies for Town to implement to guide the development of Miami Lakes as a “SMART” community to be recognized as a “Model Town” for creativity, education, innovation and use of technology.

**Village of Palmetto Bay , FL. Planner.** Serve as in-house planner for Building Department performing land use and zoning services including site plan reviews, staff reports and memos. Meet with developers and residents to discuss applications and prepare variance reports for various land use requests and development scenarios.

**City of Cutler Bay, FL. Planner.** Perform land use and zoning services including site plan reviews and memos; Drafting Special Exception reports; Preparing Variance reports for various land use requests and development scenarios.

**City of West Park, FL. Planner.** Perform land use and zoning services including site plan reviews and memos; Drafting Special Exception reports; Preparing Variance reports for various land use requests and development scenarios.

**City of Homestead, FL. Planner.** Prepare GIS maps depicting zoning and scope of land use and zoning in question for Public Hearings. Develop mapping for Special Projects.

ENGINEERS · PLANNERS · PROGRAM MANAGERS · ENVIRONMENTAL SCIENTISTS

# THE CORRADINO GROUP

**YEARS OF EXPERIENCE**

10

**EDUCATION**

*Master of Public Policy*, University of Southern California, Los Angeles, CA 2012  
*Master of Planning-* (Concentration in Economic Development), University of Southern California, Los Angeles, CA 2012  
*BA* (Planning and Public Policy, Minor in Economics), Rutgers University, New Brunswick, NJ, 2008 (High Honors)  
 Graduate Certificates: Housing and Community Development (Rutgers, 2008), Real Estate Development (Rutgers, 2011), Homeland Security and Public Policy (USC, 2012), Public Management (USC, 2012)

**PROFESSIONAL REGISTRATIONS**

American Institute of Certified Planners No. 28927  
 American Planning Association (APA) No. 248674  
 APA Florida Executive Committee Member – November 2017 - Present  
 APA Gold Coast Section – Chair (Current); Vice-Chair, Professional Development Officer, Young Planners Group Ambassador (Previous)

**HONORS AND AWARDS**

Robert Biller Award for Best Performance in the MPP Practicum (05/11)  
 Outstanding Graduate Student Leader Award (04/12)

## EDWARD NG, AICP



Mr. Edward Ng, AICP is the Technical Vice President for Corradino's Planning Department, with experience in transportation, economic development, transit-oriented development, and land use planning. His work involves demographic analyses, preparation of and updates to comprehensive plans, grant writing, land use code revisions, geospatial planning analyses, GIS mapping, public outreach, and analyses of traffic facilities and operational data. He specializes in interdisciplinary aspects of planning, including transit-oriented development and complete streets. His recent projects involve land use, transportation, and comprehensive planning services with the Miami-Dade Transportation Planning Organization and the municipalities of Doral, Cutler Bay, Key Biscayne, North Miami, North Miami Beach, Hallandale Beach, and many others. Eddie is currently the Immediate Past Chair of the American Planning Association, Gold Coast Section Executive Board, and teaches the AICP exam preparation course for planners in Miami-Dade, Broward, Monroe, and Collier Counties.

**EXPERIENCE**

**Town of Cutler Bay Complete Streets Corridor Analysis, Cutler Bay, FL. *Project Manager.*** This study developed guidance through the development of street specific cross sections to implement Complete Streets for four corridors in Cutler Bay (NW 87th Avenue, Marlin Road, Gulfstream Road, and Franjo Road), based on the Town's roadways characteristics, current conditions and pedestrian, bicycle and transit facilities. Additionally, policies related to implementation were reviewed to provide recommendations for changes to the local code of ordinances.

**City of North Miami Beach City Building ADA Master Plan. *QA/QC Officer.*** This project consisted of a review of existing city owned building and adopted policies and regulations in regards to the Americans with Disability Act. 5 of 15 facilities were deemed to be insufficient in meeting local needs. The resulting report indicated deficiencies within the Town and provided an action plan to eliminate ADA deficiencies in the next several years.

**Village of Palmetto Bay Mobility Impact Fee Study. *Project Manager.*** Evaluation of local multimodal transportation capital improvement needs and the development of a new Mobility Impact Fee to finance local improvements. This new fee will replace the outdated local Roadway Impact Fee system, which is geared only towards roadway improvements and has limited finance capabilities for transit, pedestrian, and bicycle facilities.

**Miami-Dade County TPO SMART Plan/North Corridor. *Assistant Project Manager/Senior Planner.*** On April 21, 2016, the Miami-Dade TPO Governing Board passed the Strategic Miami Area Rapid Transit (SMART) Plan recognizing the community's long-standing desire to advance a program of rapid transit and supporting projects to address the mobility needs

throughout Miami-Dade County. The six **SMART Corridors** are: North Corridor (NW 27th Avenue); South Dade TransitWay; Tri-Rail Coastal Link (Northeast/FEC Corridor); East-West Corridor (SR-836); Kendall Corridor; and Beach Corridor.

**THE CORRADINO GROUP**

**YEARS OF EXPERIENCE**

6

**EDUCATION**

BS (Journalism & Communication),  
Florida International University,  
Miami, FL, 2010

**Certifications**

MOT Intermediate

**LANGUAGES**

Spanish – Speaking, writing, and  
reading advanced level

**CARIDAD MESA**



Ms. Mesa has worked extensively with several different aspects of public information and media relations. Her recent experiences have helped her gain knowledge of governmental affairs, special event planning, media coordination and project management. Ms. Mesa is fluent in Spanish, both written and verbal. She has used this skill as an additional asset to working first-hand with the media and the public. Other areas of expertise for Ms. Mesa include public involvement, broadcast news, public affairs, customer service, municipal projects, social media and sponsorship fulfillments.

**EXPERIENCE**

**Public Information Area Manager, Miami-Dade and Broward Counties, FL.** Ms. Mesa oversees the outreach efforts performed by Corradino Public Information Officers in the Miami-Dade and Broward regions. She meets with Florida Department of Transportation Management Staff to discuss PIO initiatives and procedures, as well as billing and invoicing inquiries. She plans and develops Public Outreach/Public Involvement Plans, in accordance with the corresponding policies in each district. Ms. Mesa additionally performs QA/QC revisions on outreach collateral documents. She assists the PIOs with the planning and execution for events and public meetings, and guides them as-needed on various tasks. She also markets new/upcoming public outreach and public relations opportunities.

**Miami-Dade County Public Information Specialist, Florida Department of Transportation, D6, Miami, FL.** Ms. Mesa was the lead point of contact for public inquiries, outreach and updates pertaining to various district-wide miscellaneous construction projects in Miami-Dade County. She was responsible for dissemination of public information about the projects by means of press releases, fact sheets, door-to-door outreach, planning and executing public meetings, website/social media updates and community research. Ms. Mesa also reached out to and met with elected officials regarding initial outreach and updates throughout project life-spans. She additionally provided translation services on project collateral documents and for verbal communication.

**Fort Lauderdale Regional Public Information Officer, FDOT, District 4, Fort Lauderdale, FL.** Ms. Mesa handled public inquiries and outreach pertaining to the renovation of the Fort Lauderdale Las Olas Boulevard Bridge and the replacement of the Five Finger Bridges along Las Olas Boulevard. She was responsible for the dissemination of public information about the projects, by means of press releases, flyers, brochures, door-to-door contact, social media, planning and executing of public meetings, intake and logging of public concerns, and community research.

**Public Information Officer, The Corradino Group, Inc., Hollywood, FL.** Ms. Mesa assisted with administrative duties and any clerical work pertaining to the Hollywood Boulevard Drainage & Roadway Improvement Project. She attended public and progress meetings to keep up-to-date with project developments and updates, as well as keep in touch with and be aware of public needs and input for future projects.

**Communications & Special Events Coordinator, City of Hialeah, Hialeah, FL.** Ms. Mesa played an integral role in the planning, promoting, coordination and execution of city-wide, departmental, and community events. She wrote press releases for the promotion of events and for breaking news, both city and departmental. She took photographs and video footage during events, and helped edit such footage, which would later be aired on local Hialeah TV station Channel 77, YouTube, Facebook, Twitter, and to be added as part of the sponsorship recap post-events. Ms. Mesa also helped write scripts for this film footage



Key West  
*Florida*

**THE CORRADINO GROUP**  
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