

STATEMENT OF QUALIFICATIONS TO PROVIDE
STRATEGIC PLANNING SERVICES TO THE
City of Key West

RFP #005-20

April 29, 2020

luis vidal + architects



KEY WEST

April 27th, 2020
City of Key West Clerk's Office
300 White Street, Key West, Florida

RE: Request for proposals RFP #005-20

Dear Members of the Selection Committee,

Luis vidal + architects, as a recognized global leader in planning and design, is pleased to submit our proposal to provide Strategic Planning Services for the City of Key West. We've hand-picked our team of consultants to meet the specific needs of this program, ensuring the necessary capabilities and resources for the project. Our team consists of:

luis vidal + architects: Vision & Planning Services

Trepanier & Associates: Planning, Research, Data Gathering & Client Liaison Services

Quest Corporation of America: Community Outreach Service

Our team offers a unique blend of qualities carefully selected to provide you the best Services possible.

Trepanier & Associates offer the local connection to the Community and an intimate relationship with the City. We believe this is the kind of long-lasting engagement that that can add tremendous value, not only in the technical understanding of the City's complex dynamics but also in that Planning is so much more than a design exercise. Planning is about offering the city the future that it deserves, and who better than the firms that reside in the Community to understand what are the aspirations of its people.

Quest Corporation of America (Quest) has maintained a reputation for providing high-quality, professional communications services to various state departments, federal and municipal agencies, and to some of the largest engineering and construction companies throughout the United States. They excel at community outreach, understanding that it is not only a process that needs boxes ticked and milestones signed off, but rather a collective thrust that sets a City behind a common goal. They are extremely creative in the methods to engage the community and spark collective interest, we are sure they will not only satisfy but also delight the City with their approach.

Finally, luis vidal + architects is a global leader in visionary transformational design. A recipient of multiple international awards, luis vidal + architects' philosophy relies on its responsibility to improve people's life quality through flexible and sustainable responses at the technological forefront, becoming legacies for future generations. The practice is a pioneer for its planning approach to the "user's experience", focusing on the user as a point of reference and main object in all its proposals. Regardless of scale, all projects are born with the same DNA: social, economic and environmental commitment.

Our entire team is committed to envisioning and delivering this fabulous project. We are here for you. Shall we undertake this journey together?

Respectfully,



David Lopez, US Manager

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1. SCOPE OF WORK / PROPOSAL



1.1 EXECUTIVE SUMMARY

1.1 EXECUTIVE SUMMARY



luis vidal + architects is a multi-disciplinary international practice that includes architecture, landscape architecture, planning, environmental design, furniture and interior design services that produces innovative, sustainable iconic buildings and urban environments.

Our philosophy is dedicated to improving people's quality of life through flexible designs, cutting edge technology and developing sustainable legacies for future generations. We are internationally recognized for architecture aimed at enhancing the "user experience".

Regardless of the scale, all projects in the practice's portfolio are born with the same DNA: our social, economic and environmental commitment.

Since its establishment in 2004, the practice has opened offices across Spain, United Kingdom, Dominican Republic, Chile and the United States, and having built up a consistent career path expressed in more than 200 projects at all possible scales (urban planning, building and industrial design).

With an international workforce of over 180 professionals with solid training and experience in a wide range of disciplines, luis vidal + architects has become not only a world benchmark in airports, especially with its award-winning Heathrow Terminal 2 in London, or in healthcare facilities (the Alvaro Cunqueiro Hospital in Vigo, Spain, received the Future Health Project Award in 2012), but also as one of the architecture practices with the greatest projection in the

design of major urban development strategies, including the Modification of Valladolid's (Spain) General Masterplan (Winner in the Regeneration and Masterplanning category of the MIPIM AR Future Projects Awards in 2009), the proposal for the New Alameda Urban Design in Santiago de Chile (Second Prize) or the massive urban operation of the Castellana Norte District, that will regenerate an 805-acre area in the north of Madrid (Spain) incorporating an innovative city model based on the most sustainable town planning standards of the 21st century.

luis vidal + architects' branch in Santo Domingo (Dominican Republic) is currently giving advice and leading several urban and strategic planning projects, with sustainability and socio-economic growth in mind.

For instance, the ambitious Arco Sureste Strategic Plan and Integral Development (PEDI), of the Southeast Arch in San Pedro de Macoris, near Santo Domingo, developed over an area of almost 14,000 acres and set to become a benchmark in sustainability, connectivity, and economic competitiveness.

Recently, luis Vidal + architects has completed the second phase of one of the largest projects commissioned by the Administrative Ministry of the Presidency of the Dominican Republic: Samaná's Strategic Plan for Territorial and Tourist Planning, (PETOT) which will not only highlight an area of more 55,000 acres and 37 miles of coastline but will define its Tourism model in order to preserve the natural values that define it.

Along with all this international experience, we welcome our subconsultants Trepanier & Associates to the team.

Established in Key West since 2004, they bring in all the local knowledge and expertise needed for such a complex endeavour. Their experience includes Urban, Regional & Rural Planning, Community and Economic Development, and Project Management.

Trepanier & associates' recent public planning work includes the development, writing and adoption of the Monroe County Comprehensive Plan and Land Development Regulations as part of an integrated team led by Keith & Schnars. Their role was primarily scoping meetings, community outreach, and plan and code analysis and review.

On the other hand, Quest Corporation of America is a certified Disadvantaged Business Enterprise (DBE)/Small Business Enterprise (SBE) and Woman-owned Enterprise (WMBE) firm based in Tampa, Florida. It is a full-service communications and creative firm providing strategic marketing, planning, advertising, branding, community relations, graphic design, and multi-media services. Quest's dedicated bilingual communications professionals live in Miami-Dade and Monroe County and have comprehensive marketing experience working with municipalities and counties throughout South Florida. Quest's 70 associates located throughout Florida are also available to support the division's efforts. Quest is experienced with infrastructure communications and is currently

providing community outreach on various projects throughout the region.

The luis vidal + architects team brings years of relevant experience on similar projects and contracts. We have worked for multiple cities and organizations and will bring that depth of knowledge to respond creatively and intuitively to Key West's challenge. This combined experience means that we have virtually no learning curve and have the confidence and ability to bring cutting edge and flexible solutions rather than cast-in-stone answers. The team has worked under the most demanding of schedules with successful outcomes.

Each project, regardless of size or scope, requires strong leadership, depth of resources, a "can-do" attitude and teamwork at an Owner, consultant, and contractor level.

Each team member has been chosen for their experience and expertise in their respective fields and their ability to provide quality urban planning design products and services. Our team will act as an extension of the City of Key West and its stakeholders, to establish a seamless communication, reporting, and monitoring process that not only satisfies but exceeds City of Key West's project control needs and expectations.

We are confident of this excellence in project management because we are able to offer an extremely strong management team who has done it before, time and time again.



New Alameda Urban Transformation

© luis vidal + architects

An architectural rendering of a city street scene. The central focus is a large, multi-level green rooftop garden with various zones, including circular courtyards and a grid of walkways. People are shown walking and sitting on the rooftop. Below the rooftop, a wide pedestrian walkway with a striped crosswalk and a green-paved area with a grid pattern leads to a street. The street has a dedicated bus lane with a white bus and several cars. To the left, there is a large, modern building with a glass facade and a tall, slender tower. To the right, there are more modern buildings and a street with a blue-paved area. The overall scene is bright and modern, with a focus on green spaces and pedestrian-friendly infrastructure.

1.2 QUALIFICATION STATEMENT

1.2 QUALIFICATION STATEMENT

MISSION AND VISION

luis vidal + architects takes on every new challenge with the same hope and endeavour for which we are renowned, as well as the same values embedded in the core of our practise.

This undertaking is not limited to the mere creation of a commercially compelling proposal, but to an even wiser execution based upon standards of social, economical and environmental liability, by means of a STRATEGIC PLAN that is...

IDENTIFIABLE, through a visibly unique personality that would make it stand out from amongst the rest of similar plans in the area, and even further by becoming a world icon.

ECO-FRIENDLY, through maximization of self-sufficiency and reduction of energy-usage from day one.

INNOVATIVE & STATE-OF-THE-ART, satisfying all types of interests and needs, from the vendors to the buyers, plus including a high-tech infrastructure that guarantees the integration and interaction of the end-user with her surroundings, therefore enabling a more powerful and lasting experience.

FLEXIBLE and RESILIENT, adaptable to current and future needs without losing its own essence and original approach, setting strategies that consider vulnerabilities and risks: environmental, social, health...

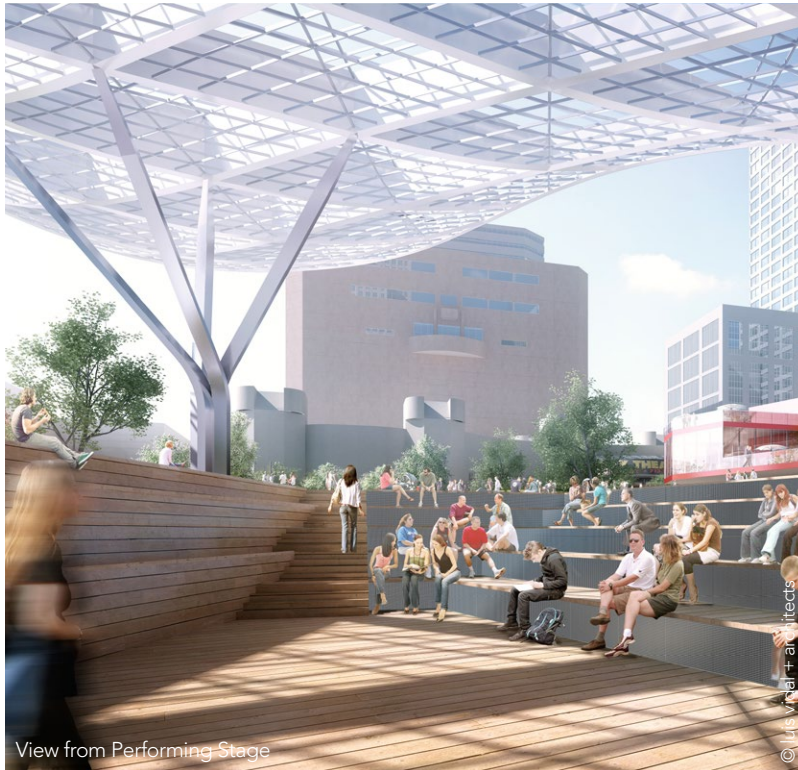
FULLY-INTEGRATED with its environment, not only respecting and preserving the natural ecosystem, but emphasizing its VALUE by making it a first-line core element of the resulting landscape.

SUSTAINABLE, as planned accordingly to the preservation and respectful exploitation of the neighboring ecosystems and resources, as well as to the entire legal framework and applicable environmental policies, and finally to the settling of spaces and activities obedient to high-quality environmental and nature-friendly scenarios, by blending infrastructures and comfort into landscape and ecosystem, thus contributing to the global development of the area through the creation of both social and economic benefits, which altogether would boost interest on behalf of the future investors.



JONES PLAZA TRANSFORMATION

HOUSTON / TX / 2015 **Client** Houston City Hall **Architects** luis vidal + architects/Harrison Kornberg **Budget** \$ 88 M. **Team** Arup **Stage** Project Development



The orchestration of a new plaza.

The transformation of the Jones Plaza, in Houston's Theater District, is presented as a revitalizing element for the city and it aims to become a theatrical environment that brings the excitement of the performing arts in the city into the open, inviting people to come and explore.

The 1.5-acre project will feature more shade for the plaza, more greenery and a two-story indoor and outdoor dining area. A water feature, a performance lawn, and a street theater will also enhance the square while keeping the existing underground parking running.

Citizens will once again enjoy the Plaza through its expansion, the elimination of street-parking areas, integrating it with the surrounding buildings and removing elements that have fallen into disuse. The restaurant area open to the center of the square is integrated into the space, focusing on the development of all different artistic expressions.

The new Plaza project seeks to become a new focal point within the city of Houston. Becoming part of the network of public spaces that seek to reclaim the city for the pedestrian.



CASTELLANA NORTE MASTERPLAN

MADRID / SPAIN / Under Development **Client** DCN **Architects** luis vidal + architects/RSHP **Budget** \$ 6,500 M
Team Grant Associates **Stage** Project Development



Castellana Norte is the largest urban regeneration scheme in Europe, a pioneering project with unprecedented social and institutional support that will reshape the north of Madrid.



This intervention will develop a 35-million-square-foot empty urban space currently occupied by the railway sidings leading out of Chamartín Station, in the north of Madrid.

This big eyesore currently splits the north of the city in two, dividing neighborhoods and creating serious traffic problems.

The project opts for an innovative city model, based on the most sustainable town planning standards of the 21st century.

Castellana Norte is firmly opting for a mix of uses and aims to create a city that is bursting with life. Housing, offices, commercial premises, public facilities, green spaces, and public transport will complement each other so that activity is carried out twenty-four hours a day, seven days a week. Along with it, a new train station will be built, integrating it into the urban fabric, and turning it into the main operations center for Spanish High-Speed trains.

ALAMEDA URBAN DESIGN

SANTIAGO DE CHILE / 2015 **Client** Directorio de Transporte Público Metropolitano **Architects** luis vidal + architects **Team** Arup, BAC, R&V, FADEU **Stage** Competition, 2nd Prize



Aerial View of one of the sectors



Aerial View of one of the sectors



Street Cross-Section

A visionary urban regeneration model beyond transportation solutions.

This project responds to the problems of citizens and promotes social consensus, and participation.

This new model addresses three main phases: the first and initial objective is to transform the main axis into a "transportation corridor", which will be the epicenter of the next phase.

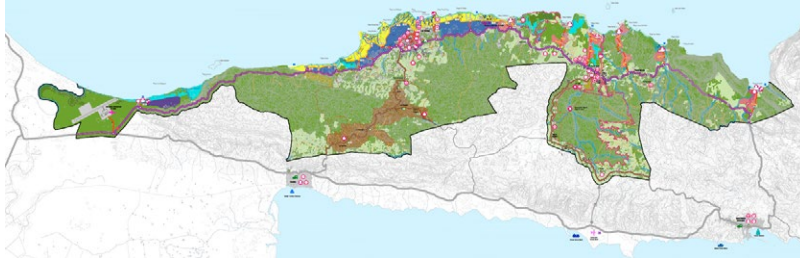
A key element of this regeneration and subsequent transformation will be the introduction of a public transport system, the BAC-BAX. This combines high-capacity and express buses that will circulate during peak hours, stopping only at the main stops. This way, we avoid overlapping routes, fostering modal interchange, and creating new areas of opportunity.

Another of the highlights of the proposal is the concept of "Superblock" that aims to regain public space through the hierarchy of the road system and modes of transport.

The last of these phases, with a proposed time horizon of 20-30 years, aims to transform the Alameda-Providencia axis into a corridor for urban transformation in which the different public spaces and buildings are revitalized and valued from an economic, cultural and social point of view.

NEW TERRITORIAL STRATEGIC PLAN AND TOURISM ORDINANCE OF SAMANÁ

SAMANÁ/ DOMINICAN REPUBLIC/ 2016 **Client** Administrative Office of the President- D.R. **Architects** luis vidal + architects **Budget** Confidential **Stage** Under development



A new benchmark for sustainable tourism developments.

The Territorial Strategic Plan and Tourism Ordinance of Samaná is a tool designed to transform nearly 55,000 acres of land located in the north of the Samaná Peninsula (Dominican Republic) into a new urban landmark with its own character and identity while protecting and enhancing its mountainous landscape, beaches, and natural resources.



It aims to become attractive for both the local residents and foreign visitors, maintaining the balance between each group's needs.

The plan is based on these important guidelines:

Connectivity:

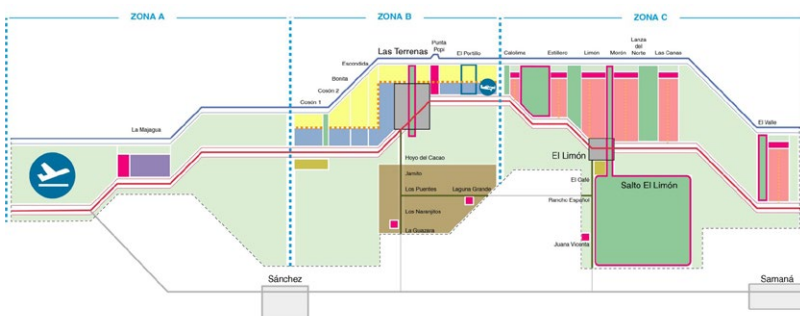
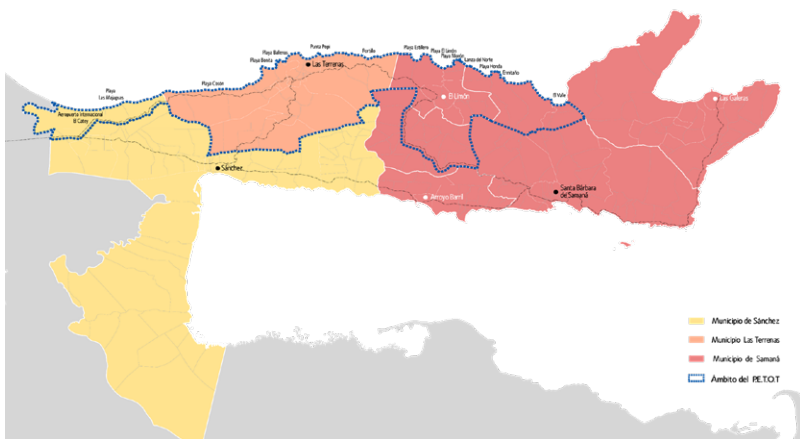
Turning Samaná into a regionally connected area and, at the same time, where pedestrians play the main role together with the public realm.

Diversity:

Samaná Peninsula aims to become a diverse territory where traditional coastal tourism is combined with mountain and landscape tourist attractions

Commonwealth:

Samaná will be provided with a multifunctional equipment system to enrich the quality of life of both residents and visitors.



COW KEY BRIDGE PROJECT

KEY WEST/ FLORIDA/ 2020 Client FDOT Community Outreach Team Quest Corporation of America Budget \$6.2 M Stage Under development



Quest developed the project community database by making door to door visits to property owners and occupants along the project corridor.

The Cow Key Bridge Rehabilitation Project along State Road (SR) 5/US 1/Overseas Hwy over the Cow Key Channel Bridges situated between Stock Island and Key West began construction in early March 2020.



The purpose of this project is to rehabilitate the existing bridges to restore the load carrying capacity of each bridge. The scope of work includes replacing sections of the bridge deck spans and beams and repaving and restriping the roadway.

Quest Corporation of America supports the community outreach for this construction project by creating the project mailing list of elected and appointed officials as well as agency, industry and community stakeholders. Quest participated in meetings with city and county officials, as well as with community groups and newspaper editorial boards – this included assisting with coordinating and participating in the project public information meeting.



Being local to Key West, Quest also monitors the project site for potential issues and creates multimedia content to provide updates to the community about the project.

BELÉN CARRILLO

Project Manager

luis vidal + architects



PROFESSIONAL BACKGROUND

Master of Architecture from the ETSAM University, Belén has proven success in combining the disciplines of architecture and urban planning while integrating today's advanced technology and traditional practices. She has gained her experience working in a wide variety of project types and scales, ranging from interior design to master and strategy planning. She is skilled in all phases of program development including data collection and interpretation, and strategy development. She has extensive experience in international management and multi-cultural project operations, such as those in the Dominican Republic, Spain and Chile. Ms Carrillo has strong verbal and written communication skills across very diverse audiences. She is fluent in Spanish and English.

URBAN PLANNING EXPERIENCE

STRATEGIC PLAN AND INTEGRAL DEVELOPMENT OF THE SOUTHEAST ARCH | Under development

Santo Domingo, Dominican Republic

This strategic plan covers an area of almost 14,000 acres in the vicinity of San Pedro Macoris, near the city of Santo Domingo (Dominican Republic). This plan will be an instrument that will allow the global planning of the territory, turning it into a new reference with its own identity, in a new socio-economic centrality recognized both nationally and internationally. Based on an environmental approach, the plan introduces an innovative system of carbon neutralization and energy sufficiency.

Client: Terra RD Partners | **Role:** Project Manager

NEW TERRITORIAL STRATEGIC PLAN AND TOURISM ORDINANCE OF SAMANÁ | Under development

Samaná, Dominican Republic

Samaná is an underdeveloped area in the north of the Dominican Republic. It is characterized by a poor infrastructure system and uncontrolled growth. This strategic plan aims to become attractive for both the local residents and foreign visitors while maintaining the balance between each group's needs. It covers an area of 55,000 acres and 37 miles of seafloor. The plan is based on three guidelines: regional and internal connectivity, diversity, as it relates to the synergy between tradition and innovation, and the commonwealth of every social group.

Client: Administrative Office of the President, Dominican Rep. | **Role:** Strategy Consultant

NEW ALAMEDA URBAN DESIGN | Competition

Santiago de Chile

Campus Palmas Altas is a new model for an energy-efficient business park in Seville (South of Spain), that aims to become a real community, compact and grouped around a courtyard. The design presents a consistent and logical space distribution, thus to increase interaction and collaboration between employees. Likewise, the scale of the buildings ensures the inhabitants a quality of life, providing them with natural light and ventilation, as well as slats in the façades to control the exceeding amount of light. Each of the buildings' spaces is connected vertically in the exterior through an atrium performing the function of a central unifying square.

Client: Directorio de Transporte Público Metropolitano | **Role:** Planning Specialist

YEARS OF EXPERIENCE |
YEARS AT FIRM
9 | 5

PAST EMPLOYMENT

Eme dos Arquitectos, 2014-2015
Comunidad Misionera San Pablo Apóstol, Kenya, 2011
Estudio Laguía, 2010
Drivers Jonas, 2009

EDUCATION

Master of Architecture
Escuela Técnica Superior de
Arquitectura de Madrid (ETSAM),
Spain
**Degree in Cooperation for
Development**
Universidad Politécnica de Madrid

LICENSES / CERTIFICATIONS

Autodesk Certified Professional:
Revit Architecture

RELEVANT PROJECT EXPERIENCE

- › Schatch Palace Renovation, Santiago de Chile
- › Matta Sur Center, Santiago de Chile
- › Los Robles Masterplan, Santo Domingo, D.R.



PROFESSIONAL BACKGROUND

María brings together extensive planning and design experience and a proven track record of working with large, complex strategic projects. She has experience managing the design of various building types in countries such as Switzerland, the UK, Spain, Chile, and the United States. María was an active part of the design of the Loyola University Campus, where she led both the initial masterplanning aspects of the project as well as the general programming. She has a natural talent for design, coupled with an ability to work with large multidisciplinary teams and extensive knowledge of project planning, providing design solutions, and ensuring the integrity of design throughout full implementation.

URBAN PLANNING EXPERIENCE

YEARS OF EXPERIENCE |
YEARS AT FIRM
17 | 12

PAST EMPLOYMENT

Müller Sigrist Architekten, 2007
Burckhardt & Partner, 2005
Cibic & Partners, 2001-2004
Atriz, 2001
Francisco Burgos + Gines Garrido,
2001-2003
Pilar Sanchez Izquierdo,
2002-2003
B.O.D. Madrid, 2001-2002

EDUCATION

Master of Architecture
Escuela Técnica Superior de
Arquitectura of Madrid (ETSAM),
Spain
Master in Design with Distinction
Domus Academy Milán, Italy
Erasmus scholarship
Technical University of Architecture
of Delft, Netherlands

LICENSES / CERTIFICATIONS LEED AP

RELEVANT PROJECT EXPERIENCE

- › The Queen's Terminal, Heathrow Airport, London
- › Palmas Altas Business Park, Sevilla, Spain
- › New Territorial Strategic Plan and Tourism Ordinance of Samaná, Dominican Republic

STRATEGIC PLAN AND INTEGRAL DEVELOPMENT OF THE SOUTHEAST ARCH | Under development

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Client: Terra RD Partners | **Role:** City Planning Assistant

LOS ROBLES MASTERPLAN | Under development

Santo Domingo, Dominican Republic

This new Masterplan will ensure the orderly development of what may be the last large area of undeveloped land in the city of Santo Domingo. Luis vidal + architects is working on the promotion of an ambitious project that offers not only a unique real estate opportunity but also a level of development without precedent. Besides being unifying, flexible, sustainable, and eco-friendly, it is above all distinctive and innovative, with an added value that will turn it into a landmark, focal point for activities that will produce synergies and become an attractive element for both residents and visitors. The project is organized in two areas differentiated by their use and location: Reserva Los Robles, fundamentally residential, and the Commercial and services area, adjacent to one of the main avenues.

Client: Urbanización los Robles, S.R.L | **Role:** Programming specialist

LOYOLA UNIVERSITY CAMPUS | Completed 2019

Seville, Spain

The new campus in Seville (Spain) for the Loyola University lies in the outskirts of the city, on a newly developed area. The planning and design of the campus developed by Luis vidal + architects is a comprehensive response to our client's needs, trying to find the optimal configuration of the different buildings and considering the initial programmatic conditions. The answer to all these challenges is quite a simple operation: fewer buildings, efficient and optimized along two axes, paying special attention to environmental issues like natural shading on the outside and natural lighting on the inside spaces.

Client: Universidad Loyola Andalucía | **Role:** Planning and Design Director



YEARS OF EXPERIENCE |
YEARS AT FIRM
22 | 7

PAST EMPLOYEMENT

Ezquiaga Arquitectura, Sociedad y Territorio, 2002-2012
Solid Arquitectura, 2001-2002
Abestudio Arquitectura, 1995-2001

EDUCATION

Master of Architecture
Escuela Técnica Superior de
Arquitectura de Madrid (ETSAM),
Spain
**Degree in Urban and Territorial
Planning for professional activity**
COAM, Madrid
**Degree in City Mapping, Social
Networks, Geomarketing and the
city**
COAM, Madrid

LICENSES / CERTIFICATIONS COAM

RELEVANT PROJECT EXPERIENCE

- › Salas Piantini Business Park
Santo Domingo, D.R.
- › Julian Camarillo Business Park
Madrid, Spain
- › University of Loyola Campus
Seville, Spain

PROFESSIONAL BACKGROUND

As Masterplanning and Urban design expert, Cristina provides overall leadership for all our ongoing urban and masterplanning projects and enforces the strategic direction of the office's group development. Cristina's expertise is mainly focused on Urban projects, having participated in the design of over a dozen Masterplans, and has a thorough understanding of the complex dynamics of this typology. Cristina has worked extensively across all the stages and processes, from the initial Project conception stages through project development and authority validation. Her skillset includes conceptual and strategic design leadership, collaborative team management, multidisciplinary coordination, and stakeholder liaison.

URBAN PLANNING EXPERIENCE

NEW TERRITORIAL STRATEGIC PLAN AND TOURISM ORDINANCE OF SAMANÁ | Under development

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Client: Aministrative Office of the President, Dominican Rep. | **Role:** Planning Specialist

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Client: Terra RD Partners | **Role:** Urban Planning Director

LOS ROBLES MASTERPLAN | Under development

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Client: Urbanización los Robles, S.R.L | **Role:** Project Manager

OWEN TREPANIER

Research Liaison

TREPANIER & ASSOCIATES INC.



PROFESSIONAL BACKGROUND

Owen worked for the US Geologic Survey on the Yucca Mountain Nuclear Repository and later served in Peace Corps – Kenya doing Community Development. Owen organized women’s groups to identify primary community needs, created culturally appropriate strategic plans, and identified group leaders to effectuate the plans. Owen returned to the United States and became the Community Development Director in Princeville, Illinois. Where he spearheaded downtown revitalization and land use planning. He came to the Florida Keys in 2000 working as a Senior Planner for the City of Key West. In 2004, Owen opened Trepanier & Associates – a land use planning and development consulting firm.

EXPERIENCE

YEARS OF EXPERIENCE |
YEARS AT FIRM
24 | 16

PAST EMPLOYEMENT

City of Key West, FL
City of Princeville, IL
Peace Corps
US Geologic Survey

EDUCATION

Bachelor of Science
University of Colorado
Master of Science
Western Illinois University

LICENSES / AFILIATIONS

Volunteer Board of Directors of Reef Relief
Volunteer for the Bahamas Village Consortium
Volunteer for Habitat for HUmunity of Key West and the Lower Florida Keys
Volunteer for the Key West Truman Waterfront Advisory Board

MONROE COUNTY COMPREHENSIVE PLAN & LAND DEVELOPMENT REGULATIONS | Completed 2018

Monroe County, FL

Engage civic, business and neighborhood stakeholders regarding the update process of the Comprehensive Plan and Land Development Code. Sought stakeholder input relative to improving the LDC, as it relates to the issues identified by the community, County, and elected officials’ life of the project. Provide the public information on the process, outline the project schedule, and stress the importance of staying engaged. Analyze impacts, and development opportunities of the proposed draft code.

Client: Monroe County | **Role:** Planning Consultant

MARTY’S PLACE | Under development

Key West, FL

Plan, manage, and obtain entitlements for the development of 44 low-income, supportive living, residential dwellings. Plan and manage community, political, and regulatory participation and compliance.

Client: AH of Monroe County | **Role:** Planning Consultant

CITY OF KEY WEST AFFORDABLE HOUSING PROJECT | Under development

Key West, FL

Manage, and obtain entitlements for the development of 104 low-income residential dwellings. Plan and manage community, political, and regulatory participation and compliance.

Client: William P. Horn / City of Key West | **Role:** Planning Consultant



PROFESSIONAL BACKGROUND

Maria is a communications professional with two decades of experience as a writer, reporter, public relations and marketing representative in outlets including newspaper, magazine and online such as the Miami Herald and Hispanic Magazine. She develops integrated communications campaigns to promote issues, strengthen brands and grow community support. Most recently, she managed the implementation of five safety campaigns as project manager for the Florida Department of Transportation (FDOT) District Six. Ms. Camacho led communication initiatives as communications manager and interim vice president of marketing at Miami-Dade’s official economic development organization, the Beacon Council, and created and initiated marketing campaigns that promoted alternative modes of transportation as senior marketing manager at South Florida Commuter Services, a project of the FDOT.

EXPERIENCE

YEARS OF EXPERIENCE |
YEARS AT FIRM
20 | 2.5

PAST EMPLOYMENT
Miami-Dade Beacon Council – Communications Manager 2012-2017

EDUCATION
Bachelor of Science, Print Journalism
Florida International University
Associate of Arts, Print Journalism
Miami Dade College

PROFESSIONAL DEVELOPMENT
Investigative Journalism for the Digital Age - Knight Center Massive Open Online Courses (MOOC)
Social Media for Journalists – Knight Center MOOC
How to Launch and Grow a Hit Podcast – Knight Center MOOC

RELEVANT PROJECT EXPERIENCE

- › Florida Department of Transportation (FDOT) Statewide, Construction Careers Consulting
- › FDOT District Six, Five Comprehensive Safety Campaigns
- › FDOT District One, State Road 31 PD&E

CITY OF MIAMI BEACH OFFICE, VENETIAN ISLANDS RIGHT OF WAY IMPROVEMENTS PROJECT | September 2018 – Present
Miami Beach, FL

Ms. Camacho currently supports public information activities on the high profile capital improvement project on Venetian Islands in the City of Miami Beach. In this role, she is responsible for providing day-to-day coordination between affected stakeholders and the project teams. She also develops a wide array of project collaterals including construction advisories. Ms. Camacho helps track and maintain detailed contact and issue logs, which are provided to the project team on a bi-weekly basis. She supports the coordination and facilitation of public meetings and special events and works closely with her project team to coordinate construction activities with local special events.

CITY OF MIAMI BEACH OFFICE, LINCOLN ROAD DISTRICT IMPROVEMENTS PROJECT | September 2018 – Present
Miami Beach, FL

Ms. Camacho currently supports public information activities on the upcoming Lincoln Road District Improvements project. She is responsible for maintaining detailed business logs and responding to stakeholder concerns as well as supporting public events.

FDOT DISTRICT SIX, PALMETTO EXPRESS LANES PROJECT
May 2019 - Present
Miami-Dade County, FL

Ms. Camacho currently supports public information activities for the FDOT District Six Palmetto Express Lanes Project by updating and distributing daily project updates and communication/coordination with affected stakeholders. She recently created a communications and advertising plan for the upcoming short-term express lanes project modifications.

STATE ROAD 821/FLORIDA TURNPIKE WIDENING PROJECT DEVELOPMENT AND ENVIRONMENT (PD&E) STUDY
2019 - Present
Miami-Dade County, FL

Ms. Camacho facilitated public meeting venue evaluations in the City of Homestead for the widening study of Florida’s Turnpike from US 1 south of Palm Drive to Campbell Drive in Miami-Dade County.



PROFESSIONAL BACKGROUND

Bryce Peacher is a talented communications professional with a diverse background that includes transportation and construction, agriculture, manufacturing, healthcare, higher education, politics, and the beauty industry. He also has extensive experience in media relations, working with print and electronic media locally, nationally, and internationally. Mr. Peacher delivers creative and engaging solutions for marketing, brand identity, advertising, digital media, and web development, with specific passions for branding, messaging, internal communications, content development, and digital media production.

EXPERIENCE

YEARS OF EXPERIENCE |
YEARS AT FIRM
10 | .5

PAST EMPLOYMENT

APC Packaging, LLC
2018-2020

EDUCATION

**Master of Science, Marketing
(Candidate)**
Heriot-Watt University
**Bachelor of Arts, History & Art
History**
University of Hull

LICENSES / CERTIFICATIONS

Management Certificate
Leadership & Marketing,
University of Florida

PROFESSIONAL DEVELOPMENT

**Digital Video Production
Certificate** - Boulder Digital
Arts Academy
**Management and Leadership
Training** - Purdue University

RELEVANT PROJECT EXPERIENCE

- › FDOT District Six – SR 5/US 1/Biscayne Boulevard Safety Improvement Project
- › FDOT District Six – SR 934/ Normandy Drive Safety Improvement Project
- › FDOT District Six – SR 968/ SW 1 Street Bascule Bridge Replacement Project

FDOT DISTRICT SIX – SR 5/US 1/OVERSEAS HWY OVER COW KEY CHANNEL BRIDGES REHABILITATION PROJECT | Jan 2020 – Present Monroe County, FL

Mr. Peacher supports the community outreach for this construction project by creating the project mailing list for elected and appointed officials as well as agency, industry and, community stakeholders. He also developed a mailing database by making door-to-door visits to property owners and occupants along the project corridor. Additionally, Mr. Peacher regularly participates in meetings with city and county officials, as well as with community groups and newspaper editorial boards – this includes assisting with coordinating and participating in the project public information meeting. Mr. Peacher also monitors the project site for potential issues and creates multimedia content to update the community about the project.

FDOT DISTRICT SIX – SR 5/US 1/OVERSEAS HWY AT ISLAMORADA FOUNDERS PARK PEDESTRIAN BRIDGE PROJECT | Feb 2020 – Present Monroe County, FL

Mr. Peacher is supporting the community outreach for this construction project by creating the project mailing list for elected and appointed officials, as well as agency, and community stakeholders along the project corridor. He also created the community awareness plan and all collateral for the project, including fact sheets and outreach letters.

FDOT DISTRICT SIX – NW 34 AVENUE BRIDGE REPLACEMENT PROJECT | March 2020 – Present Miami-Dade County, FL

Mr. Peacher supported the community outreach for this construction project by creating a final project update video to announce the completion of the project and the reopening of the bridge to traffic.

FDOT DISTRICT SIX – SR 5/US 1/BRICKELL AVENUE BRIDGE REHABILITATION PROJECT | January 2020 – Present Miami-Dade County, FL

Mr. Peacher supports the community outreach for this construction project by monitoring community feedback and participating in meetings with industry groups. He also researched and created event calendars to use in construction planning and coordinated the mailing of a project fact sheet and good neighbor letter to project stakeholders and the community along the project corridor.



1.3 PROJECT APPROACH

1.3 PROJECT APPROACH

URBAN DESIGN IN A POST-PANDEMIC ERA

One of the exercises considered in urban strategic design is anticipating how the City may be impacted by an act of force majeure, whether this may be an economic collapse, an event caused by nature or, most certainly, a global epidemic such as COVID-19. Although there is still limited information about the disease and how it will evolve over time, it is inevitable to assume that the pandemic will affect the City of Key West's future and that it will be an important factor to take into account in our research and propositional work in the project.

The presence of the virus in our society will skew the angle by which we conduct our research and how we will plan for future scenarios. The evolution of the pandemic will progress alongside our project, and thus our team must remain flexible and adaptable to change our mindset and our design thinking to respond to its future in the short run, and more importantly, in the long run.

Although we are currently in the initial stages of the pandemic, we already have valuable information that can be leveraged to understand how our project will be affected. Below we have compiled a number of bullet points that we feel will inform our discussions about this topic and will trigger fruitful investigations of how the City of Key West can adapt to the post Covid-19 scenario:

Articulation of the public domain

-Resilience becomes a term of major importance in a post COVID-19 world. One of the main tasks to address is the reinforcement of the systems that can sustain life in the community. This should be considered one of the backbones of our work.

-With social distancing here to stay, the occupational density of exterior and interior spaces will diminish. How will this affect our strategic planning and how can we implement flexible means for calibrating this density in the long run, when such measures cease to be enforced?

-The pandemic seems to have precipitated a shift from the global to the local, or at least, to the

regional. This can trigger considerations of how a friendlier short-range mobility system can be implemented.

-The absence of public spaces in Key West becomes problematic in this type of scenario. Attention should be given to the presence of small local hubs of open space and commerce.

Economic considerations

-The lockdown experienced by companies all around the country may lead into a more dissociated workplace. Many businesses will shift towards a remote work environment after this social experiment. Other professionals may search for less dense, less urban environments. This, in turn, may lead to second residences become permanent ones. Key West falls comfortably inside the candidates to obtain a surplus of population as a result.

-Tourism as an economic engine for the community is one of the industries more severely hit by the pandemic. It is important that our strategy focuses on facilitating the recovery of this industry and the implementation of mitigating factors that can sustain a percentage of the economic activity should a new outbreak happen in the future.

These items and many more should inform our decision making as we progress with strategic thinking. In addition, the City's own protocols, aspirations and priorities will drive the global exercise so that we can collectively address the pandemic and better prepare the City for the foreseeable future.



METHODOLOGY

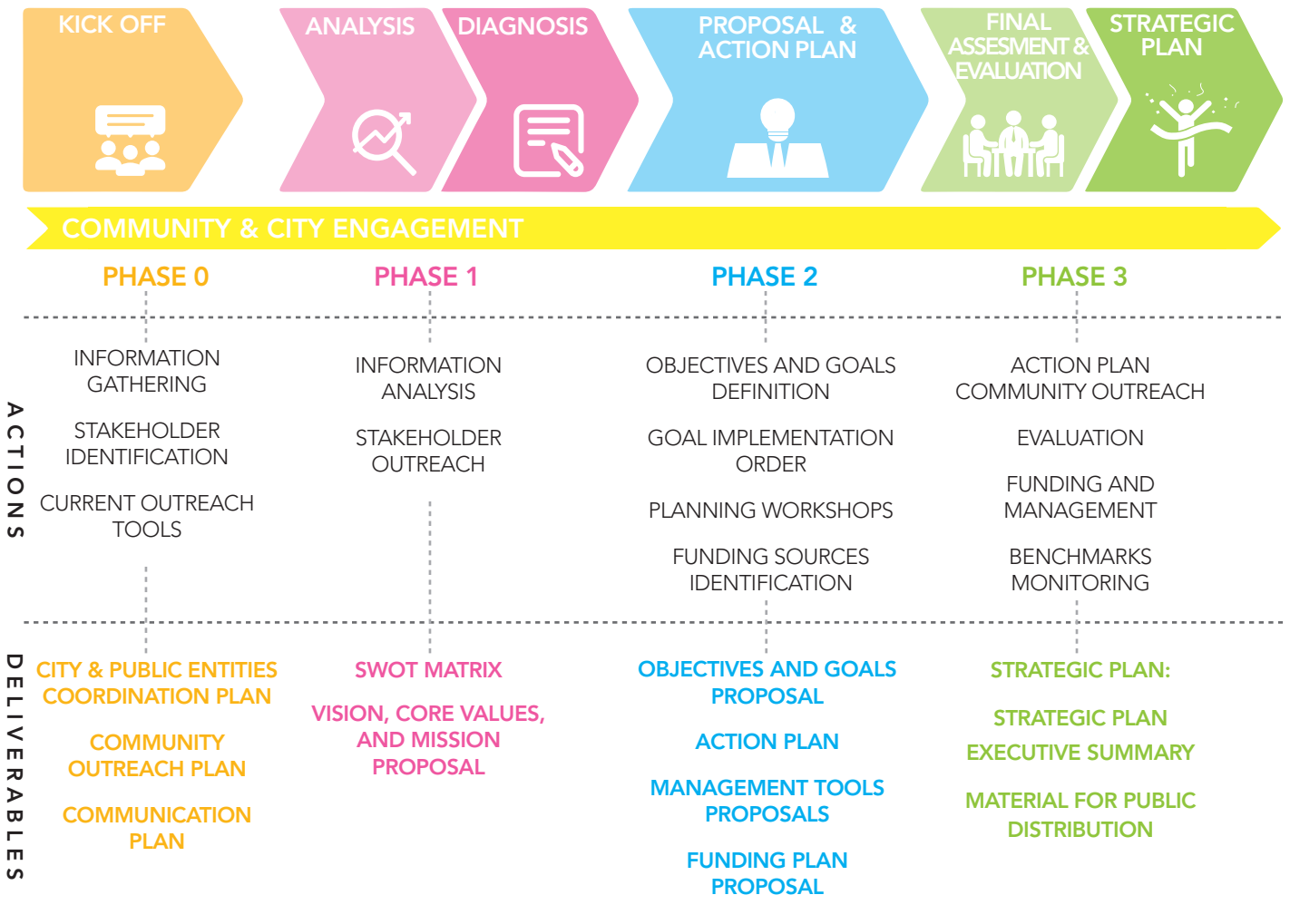
luis vidal + architects team will ensure all parties and stakeholders involved in the design and development of the new Strategic Plan for Key West acknowledge that this is a **Project from the Community to the Community**.

For a Strategic Plan to be sustainable, it needs to comply with the following points and show transparency on all stages of the development.

- 1. COMMUNITY OWNERSHIP
- 2. ECONOMIC VIABILITY
- 3. TECHNICAL VIABILITY

In order to develop mentioned Strategic Plan, luis vidal + architects team will apply a specific method that has been successful in many previous occasions.

Although the final purpose when working on strategic planning is to achieve a consolidated plot through a global idea, the base of the plan will be the result of a set of linked and overlapped processes, structured as follows:



PHASE 0 - KICK OFF

During this phase, Luis Vidal + Architects team will collect data and set the bases to become more familiar with the City of Key West.

This data collection will include, but not be limited to, Socio-economical information (population, job opportunities, business development, tourism...), territorial information (current strategic plans and masterplans, nature and landscape, urban mobility and transport, infrastructures, equipment, dwelling, cultural heritage...)

Our approach to a successful visioning effort is to engage the Key West community with two-way dialogue as early as possible. Effective outreach requires identifying and getting to know the stakeholders that can impact project success. For this purpose, a complete stakeholder database will be developed using mailing lists provided by Monroe County to include all affected property owners, as well as occupants or tenants of properties, and other interested persons and organizations. The database will be updated as needed throughout the life of the project.

Moreover, current outreach tools and tactics will be compiled for further analysis.

As a result of this phase, the City of Key West will receive:

City & Public Entities Coordination Plan: This document will establish the bases for the future Feedback loops and decision-making process.

Community Outreach Plan which will incorporate the views of the public to inform decision-making during the process. This open and directed plan will include public meetings, stakeholder group sessions, outreach forums, online surveys, social media, and local events. Having a community outreach specialist who resides in Key West provides a great benefit when coordinating with the general public and the City of Key West.

Communication Plan to provide the City of Key West, Community, and Stakeholders with updated information throughout the process. The goal will be increasing awareness of community broadband activities and encouraging community members to subscribe and participate.



PHASE 1 - ANALYSIS & DIAGNOSIS

Luis Vidal + Architects team will analyze the information compiled and diagnose the opportunities in the area, determine the objectives to be achieved, and establish the strategies to be implemented. In this regard, two processes are to be carried out.

1.1 ANALYSIS

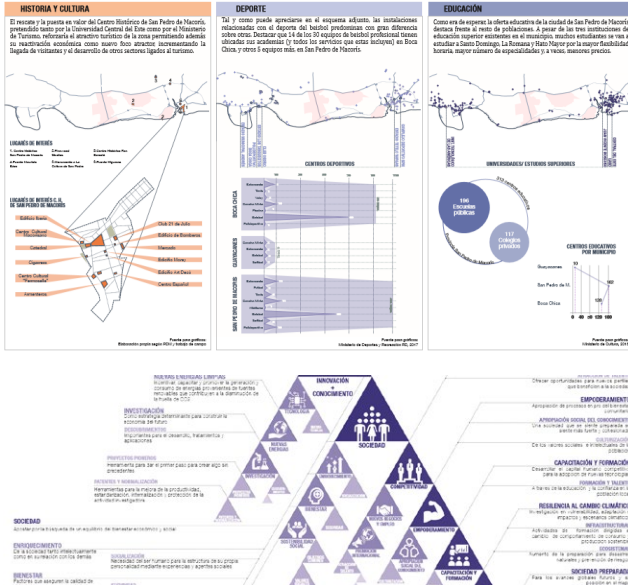
In this step, data and information collected in the previous phase will be analyzed to have an overall understanding of the situation to best approach the next milestones.

Luis Vidal + Architects team will perform a SWOT analysis, to identify the city's strengths, weaknesses, opportunities and threats involving and relating to the organization including committees and boards.

Along with this analysis, a Stakeholder outreach will be performed to include their analysis and conclusions into our study.

1.2 DIAGNOSIS

As a result of the analysis process, Luis Vidal + architects will obtain a diagnosis of the current situation. Then, the conclusions perceived by the different actors involved (Community, Entrepreneurs, Associations, Institutions, etc.) are added to it, being the result a robust array of ideas from within Key West.



This effort will determine the community's strengths, weaknesses, threats and assets, its resources, and other valuable insight considering current trends and topics influencing and impacting the community. Such information may include an inventory of city resources including its finances, infrastructure, staff, opportunities, a community inventory of people, education, health care, business development, and job opportunities. By the end of this phase, Luis Vidal + architects Team will provide:

SWOT Matrix

A proposal for the Vision, Core Values, and Mission of the City of Key West as a result of the SWOT Matrix.

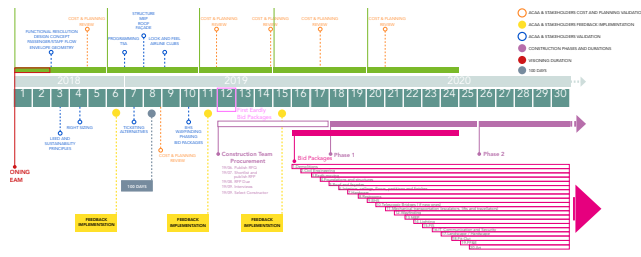
PHASE 2 - PROPOSAL & ACTION PLAN

Once the problems and needs to be addressed have been identified in Phase 1, it would be the time to propose:

Outline of objectives and goals that will act as the basis for the Strategic Plan

Goal implementation order, and defining steps and techniques to guarantee the success of the Strategic Plan. At this point, specific projects will be included along with their priority level (immediate, short, medium, and long term) and responsible actors for their execution.)

Funding Sources Identification, to demonstrate future economic viability.



All these proposals will be evaluated and reviewed along with the City of Key West during Planning workshops in order to set the bases of the documentation to deliver by the end of this phase. These deliverables will be as follows:

Objectives and Goals proposal

Action Plan defining in a schedule a timeframe for each milestone.

Management tools proposal

Funding Plan Proposal to guarantee that the Strategic Plan is sustainable in the long term.

PHASE 3

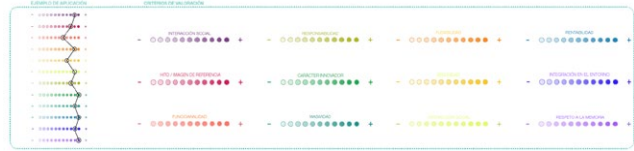
In Phase 3, strategies to be implemented are agreed employing a prior communication and dissemination process, to subsequently go on to the final drafting of the final document. This phase consists of two processes:

3.1 FINAL ASSESSMENT AND EVALUATION

Communication and distribution of the objectives and strategic lines of action are essential in the development of the Strategic Plan. For this purpose, Luis Vidal + Architects will prepare a Community Outreach to share the Project Plan to promote and communicate all these actions and goals, to integrate the social and business network into its final development, achieving a commitment of all public and private organizations and institutions involved. Multiple tools can be developed for this purpose such as Newsletters, Websites, Workshops, Activities...



In order to achieve the best Strategic Plan, Luis Vidal + Architects team has developed an empirical work methodology to evaluate all proposals generated during the process. The aforementioned methodology is based on a series of key concepts, where assessment criteria are established for the different strategies (from both Action Plan and the result of the Participatory Process), drawing conclusions of advantages and disadvantages of each one of them. After evaluation, the results are combined and the models are compared with each other. With this method, it is possible to determine which are the most successful proposals among all the possible ones.



Key Elements to guarantee the success of the Strategic Plan are tools and benchmarks to constantly monitor and measure the City's progress.

Other Key elements to assure the Strategic Plan longevity are sustainable Funding and Management plans.

3.2 STRATEGIC PLAN DELIVERY

At the end of this exercise, Luis Vidal + Architects Team will draft the following documents and will prepare a presentation of the plan to the broader community:

Strategic Plan, with all management tools and procedures to guarantee its success, including a monitoring system KW2025.



Strategic Plan Executive Summary, which will include a description of all phases, procedures, analyses, and studies realized in order to compile the Strategic Plan.

Material for public distribution, to share with the Community the Strategic Plan they have Drafted.

An architectural rendering of a city plaza. The central feature is a large, multi-level green roof with several circular courtyards and a grid of walkways. A prominent tall, textured tower stands on the left. The plaza is surrounded by modern buildings and includes a road with a bus, pedestrian crossings, and various landscaping elements like trees and palm trees. The overall scene is a vibrant, multi-functional urban space.

1.4 PROJECT MANAGEMENT

1.3 PROJECT MANAGEMENT

PROJECT MANAGEMENT PLAN

Project planning, quality, and accountability are the foundations of a successful project.

Fundamental to building that foundation is the implementation of a project work plan that is clear and comprehensive. We have learned that if a work plan is not established early and maintained, schedules are lost due to such activities as “adding” project elements late in the process. Not only have we learned to set overall project deadlines, but we have also learned that it is important to detail exact dates for critical inter-team activities

The complexity of this project and the scale dictate a multi-faceted approach – enabling activities in support of common goals to proceed concurrently and independently within an overall framework that ensures integration into the final product.

Our team has assembled an outstanding team of urban planners, architects, sociologists, geographers, environmental specialists, engineers, and designers who are available and committed to meeting the needs of the city of Key West and its citizens. We are committed to allocating appropriate staff and resources to allow for the required site visits, data gathering, meetings, and team interaction that will be required to undertake this challenging project

Cloud-based Network and Teamwork

Our team utilizes a seamless, fully cloud-based electronic design/documentation and file management network which enables collaboration between the various stakeholders and team members and offices, enabling us to develop a design with staff from multiple remote offices.

We also have a track record of adapting to different Project Management tools (PMT's) or protocols for complex projects around the world, such as Asite, InTouch or Trimble, ensuring productivity, a high level of precision, full legal compliance, and strict adherence to deadlines.

At the same time, the luis vidal + architects Team strongly recommends frequent (weekly) project team meetings be held to make certain that the next steps to be taken are identified, discussed and scheduled, kept on track, and any challenges or issues being faced by the team are resolved immediately. We will utilize experienced and known team members for individual tasks, taking advantage of our knowledge of both regional and urban design and infrastructure development. This will ensure maximum efficiency, coordination, and cost-effectiveness, with the City's Project Management and the City stakeholders.

Frequent Project meetings ensures maximum efficiency, coordination and transparency.



Project meeting with Leadership

Stakeholder Outreach

A city should be built to give its inhabitants security and happiness
Aristotle

Luis vidal + architects' project management approach success has been honed through our previous urban planning experience, ranging from small interventions to large-scale urban developments. This experience has informed us, the proper design process is not to simply satisfying the given program, but to fully engage all the agents in the city so that the design responds to the unique requirements of the City of Key West.

Because this contract has such an emphasis on Planning, and the ultimate creation of a road map to the future growth of the city of Key West, it will be more critical than ever to incorporate the perspectives of all of these stakeholders not only at the early stages of the development but throughout all the process.

On time + Within budget

Budget control is an integral part of the project management for all luis vidal + architects' projects.

During the design phase, we will work with the city of Key West to update line item budgets as design decisions are made and the project develops. All design decisions will be checked against the line item budget throughout the design phase. Because of our inclusive approach, every team member is aware of the budget for each project component and is accountable for meeting that budget.

Ensuring the project budget is maintained allows for the project schedule to keep moving forward rather than slowing down while cost issues are addressed. The result is accurate, complete and coordinated design documents at all phases of the design process.

By using this process, there are few, if any, requirements for recovery schedules. Working collaboratively with the Team, we will identify and agree upon the documented scope, schedule, cost, and implementation plan with our specialty consultants. Maintaining open communications, establishing milestone deadlines, and involving all

key stakeholders, users, consultants, and contractors throughout the project are key elements to success.

Our team brings value to this project through our continued ability to deliver projects on time and within budget. Maintaining open communications, establishing milestone deadlines at the onset of the project, and involving all key stakeholders, users, consultants, and contractors throughout the project are key elements to the success of any project. Incorporating these goals into design projects will significantly reduce issues that would impact schedule and budgets.

Project Execution Plan

Our success is attributed to our ability to actively engage all stakeholders and team members throughout the entire project. Luis vidal + architects applies a Project Execution Plan for each project which will define a road map that all project tasks and activities will follow. The plan will be used as a guide for the successful execution of the project.

Project Management Design

Monthly summary of scope and budget.
Design Quality Management Activities

Teamwork

Transparency and frequency in communication
Open communication with the City of Key West

Communication

Thorough meeting minutes with action items.
Newforma- maintain and track communications
Master Schedule and Master Calendar
Design Dashboard- provides executive metrics

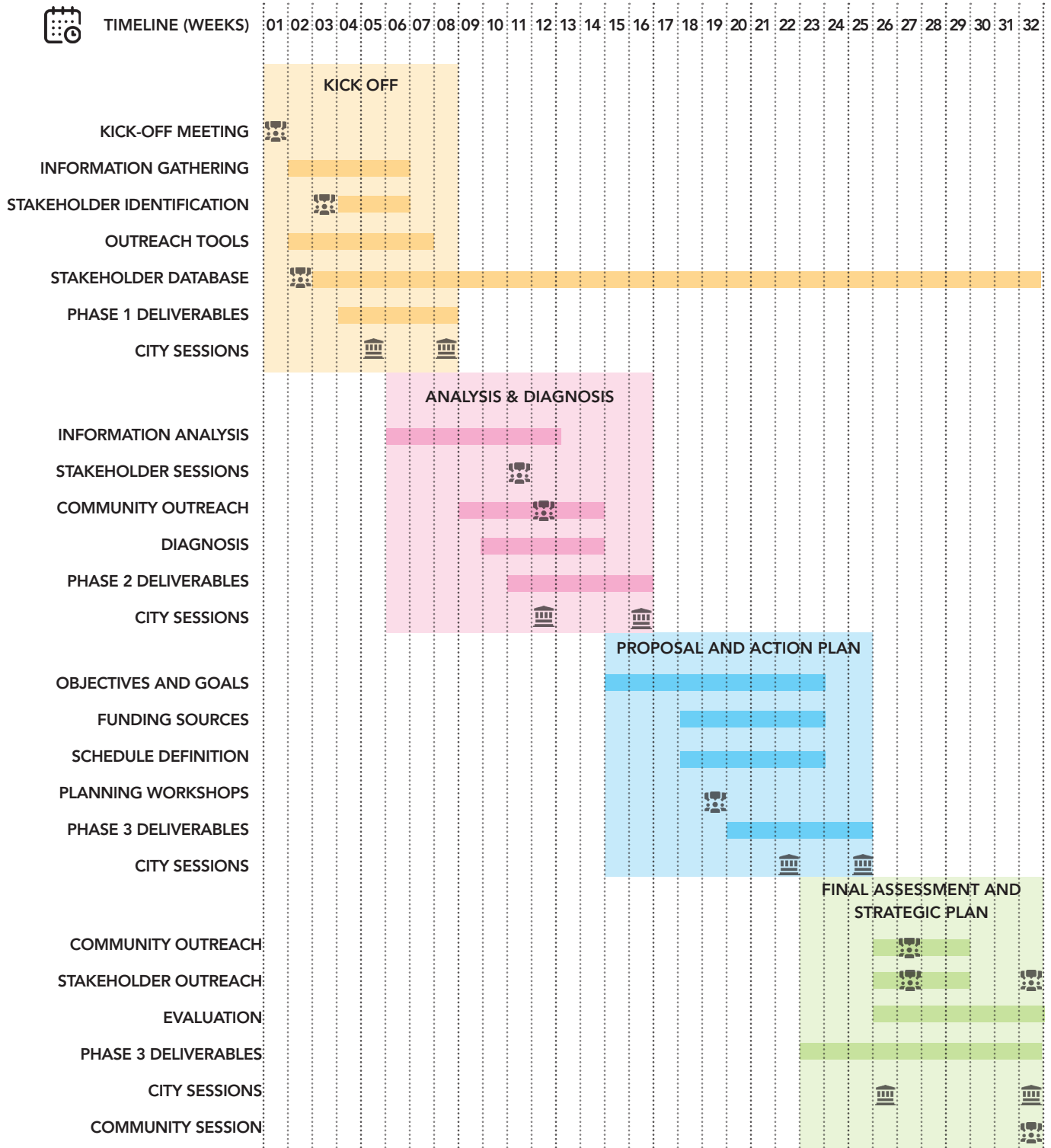
Collaborative Planning

Collaborative forum with the city of Key West to validate and drive schedule and budget.

Coordination

Transparent, interactive approach to maintain a clear understanding and agreement on project goals, objectives, budgets, schedules, and stakeholder needs.

PROJECT SCHEDULE



STAFFING PLAN

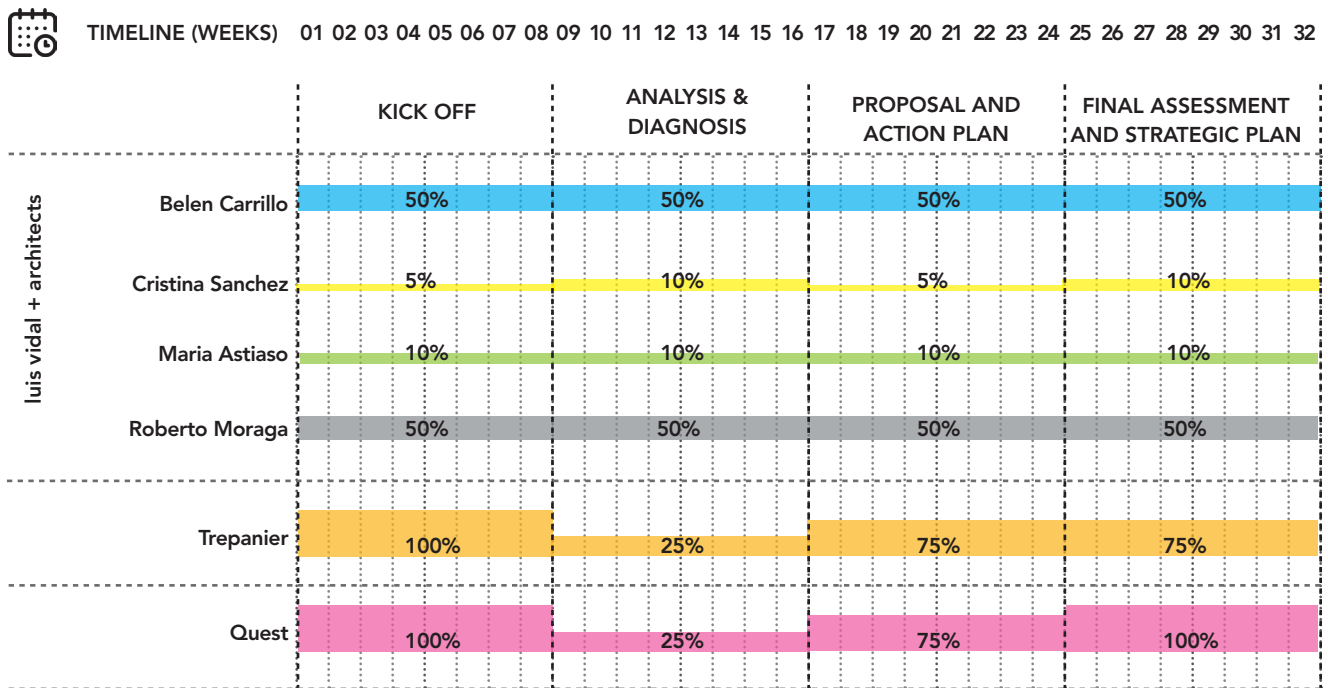
In the diagram below we have articulated the different percentages of involvement of the three firms that make up our team. We have aligned this exercise with the Project Schedule in order to paint a better picture of how the team will deploy its resources over time.

Luis vidal + architects, as the Prime and holder of the Contract, will be the main point of contact with the City and will exercise Project Management Services for its duration through our PM, Belen Carrillo. Cristina Sanchez, an Urban Design expert with a lengthy track record leading strategic thinking in the Industry, will offer Design Advisory Services, augmenting the team's Vision The rest

of the team will offer a robust design response in order to explore multiple alternatives and illustrate them creatively and in an engaging manner.

Trepanier will offer their robust knowledge of the City and its complex dynamics, leading our research and gathering of information, and offering our design team a unique understanding of the main parameters to control during the design activity.

Quest will fulfill Community Outreach services, making sure the vision is correctly validated and communicated in a creative and informative way throughout the duration of the Project.



Key

- Luis Vidal + Architects: Project Management
- Luis Vidal + Architects: Advisory Support for Urban Design
- Luis Vidal + Architects: Design Management
- Luis Vidal + Architects: Design Production
- Trepanier
- Quest

2. FORMS AND AFFIDAVITS



CASTELLANA NORTE MASTERPLAN. MADRID, SPAIN

© luis vidal + architects

PART 2

FORMS AND AFFIDAVITS

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>LVA LUIS VIDAL USA, INC.</u>	Corporation	<u>X</u>
Company Website:	<u>www.luisvidal.com</u>	Partnership	_____
Principle's Name:	<u>DAVID LOPEZ</u>	Individual	_____
Principle's Title:	<u>VICE PRESIDENT</u>	Joint Vent	_____
Address 1:	<u>117 NE 1ST AVE., SUITE 15-107</u>	Other	_____
Address 2:	<u>MIAMI, FL 33132</u>		
Contact Email:	<u>dl@luisvidal.com</u>		

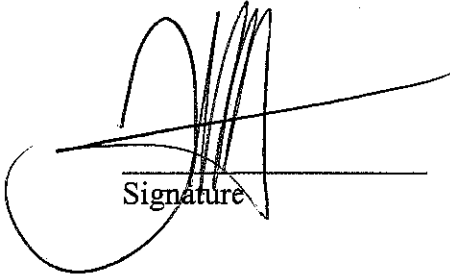
LICENSING:

State of Florida License No. AA26003992 Expires 02/28/2020

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

Reference List			
Reference	Contact Name	Phone	Email
Production and Development Vice Minister, Dominican Republic	Vice Minister Juan Pumarol		juanpumarol@presidencia.gob.do jpumarol@brandmasters.com.do
Partner at Terra RD Partner, Dominican Republic	Mr. Hector Inchaustegui		hector.inchaustegui@terradpartners.com
DCN Design Management Director, Spain	Ms. Mariola Merino Martin		mmerino@dcnmadrid.com
Gerente de Proyectos y Construccion, Chile	Mr. Gonzalo Menichetti		gmenichetti@patio.cl
Gerente General Inversiones Pleamar, Dominican Republic	Mr. Alejandro Infante		aiv@pueblobavaro.com aiv@claro.net.do
Chief Operating Officer, Houston First Corporation	Mr. Mario Ariza		mario.ariza@houstonfirst.com

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

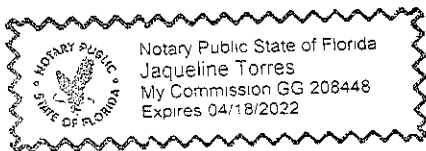

Signature

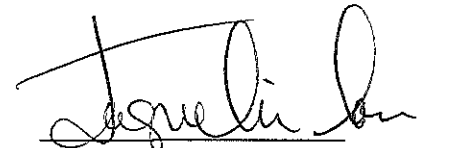
State of Florida
County of MIAMI-DADE

Sworn to (or affirmed) and subscribed before me this 16th day of MARCH, 2020

By DAVID LOPEZ

(Seal)




Signature of Notary
Jaqueline Torres
Print

Personally Known _____
Produced Identification L123-160-77-065-0
Type Produced DL

**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
STRATEGIC PLANNING SERVICES

2. This sworn statement is submitted by LVA, LUIS VIDAL USA, INC.
(Name of entity submitting sworn statement)

whose business address is 117 NE 1ST AVE., SUITE 15-107, MIAMI, FL 33132

_____ and (if applicable) its Federal
Employer Identification Number (FEIN) is 47-4542690 (If the entity has no FEIN,
include the Social Security Number of the individual signing this sworn statement.)

3. My name is DAVID LOPEZ and my relationship to
(Please print name of individual signing)

the entity named above is VICE 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 of 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 the 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.)

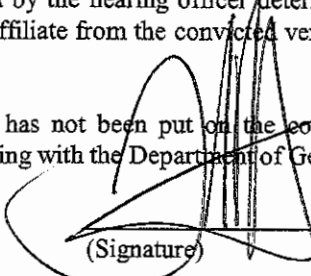
Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July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

STATE OF FLORIDA (Date)

COUNTY OF MIAMI-DADE

PERSONALLY, APPEARED BEFORE ME, the undersigned authority,

DAVID LOPEZ

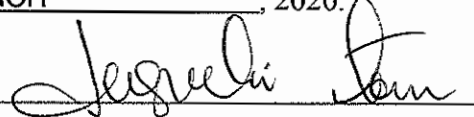
(Name of individual signing)

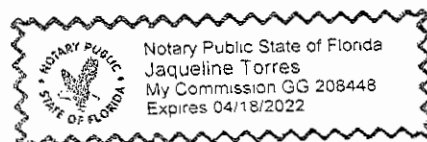
who, after first being sworn by me, affixed his/her signature in the

space provided above on this 16th day of MARCH, 2020.

My commission expires:
NOTARY PUBLIC

04/18/22





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.

MIAMI-DADE
Address

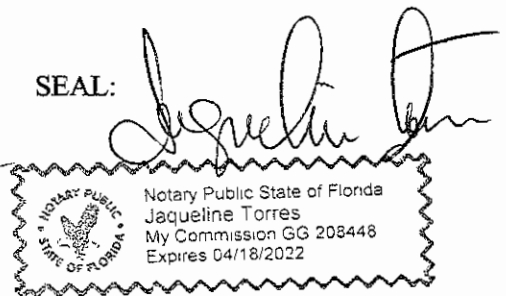
[Signature]
Signature

DAVID LOPEZ
Print Name

VICE PRESIDENT
Title

MARCH 16, 2020
Date

SEAL:



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 LVA LUIS VIDAL USA, 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.

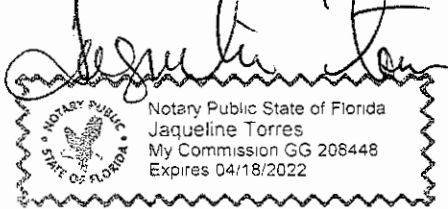
By: DAVID LOPEZ

Sworn and subscribed before me this

16TH day of MARCH, 2020.

NOTARY PUBLIC, State of Florida at Large

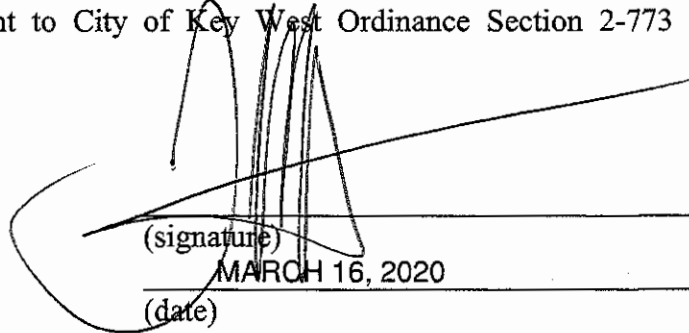
My Commission Expires: 04/18/22



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 LVA LUIS VIDAL USA. 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).

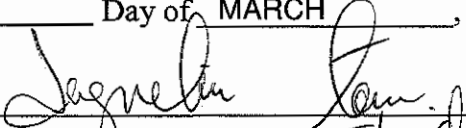


(signature)
MARCH 16, 2020

(date)

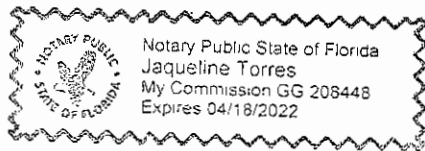
Sworn and subscribed before me this

16TH Day of MARCH, 2020.



NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 04/18/22



PART 2

FORMS AND AFFIDAVITS

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

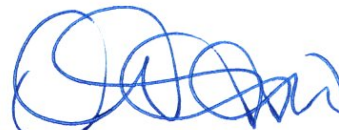
SUBMITTED BY:
Company Name: Trepanier & Associates Corporation
Company Website: Owentrepanier.com Partnership
Principle's Name: Owen Trepanier Individual
Principle's Title: President Joint Vent
Address 1: 1421 First Street Other
Address 2: Key West, FL 33040
Contact Email: Owen@owentrepanier.com

LICENSING:
State of Florida License No. N/A Expires _____

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

Reference List			
Reference	Contact Name	Phone	Email
William P. Horn Architect	William P. Horn	305-296-8302	william@wpnornarchitect.co
Pope & Scarborough Architects	Thomas E. Pope	305-296-3611	Tom@p-s-architects.com
Jewel Construction Co.	Richard S. Jones, Jr.	561-702-5125	Richard@jewelconstruction.com
Meridian Engineering, LLC	Rick Milelli	305-293-3263	Rmilelli@MEFLkeys.com
Historic Tours of America	Edwin O. Swift III	305-294-4142	ESwift@historictours.com
A.H. of Monroe County, Inc.	Scott Pridgen	305-293-4800	Scott.Pridgen@ahmonroe.org

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


Signature

State of Florida
County of Monroe

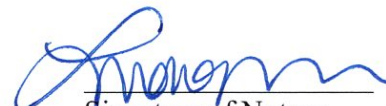
Sworn to (or affirmed) and subscribed before me this 12th day of March, 2020

By Owen Trepanier

(Seal)



Personally Known
Produced Identification _____
Type Produced _____


Signature of Notary
Lauren Mongelli
Print

**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. _____ for _____

2. This sworn statement is submitted by Trepanier & Associates, Inc.
(Name of entity submitting sworn statement)
whose business address is 1421 First Street, Key West, FL 33040
_____ and (if applicable) its Federal
Employer Identification Number (FEIN) is 43-2060722 (If the entity has no FEIN,
include the Social Security Number of the individual signing this sworn statement.)

3. My name is Owen Trepanier 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.)

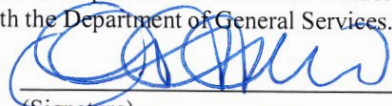
Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July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

STATE OF Florida (Date)

COUNTY OF Monroe

PERSONALLY, APPEARED BEFORE ME, the undersigned authority,

Owen Trepanier
(Name of individual signing)



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

space provided above on this 12th day of March, 2020.

My commission expires:
NOTARY PUBLIC

7/11/23

EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF Florida)
: SS
COUNTY OF Manroe)

I, the undersigned hereby duly sworn, depose and say that the firm of Trepanier & Associates 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: [Signature]

Sworn and subscribed before me this
12th day of March, 2020.



[Signature]
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 7/11/23

PART 2

FORMS AND AFFIDAVITS

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>Quest Corporation of America, Inc.</u>	Corporation	<u>X</u>
Company Website:	<u>QCAusa.com</u>	Partnership	<u> </u>
Principle's Name:	<u>Diane Hackney</u>	Individual	<u> </u>
Principle's Title:	<u>Assistant Vice President</u>	Joint Vent	<u> </u>
Address 1:	<u>17220 Camelot Court</u>	Other	<u> </u>
Address 2:	<u>Land O' Lakes, FL 34638</u>		
Contact Email:	<u>Diane.Hackney@QCAusa.com</u>		

LICENSING:

State of Florida License No. P95000066089 Expires 12/31/2020

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

Reference List			
Reference	Contact Name	Phone	Email
FDOT District Six, Communications Mgr.	Tish Burgher	305-470-5349	tish.burgher@dot.state.fl.us
FDOT District Six, Public Information PM	Kathy McLendon	305-640-7400	kathy.mclendon@dot.state.fl.us

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

Diane Hackney
Signature

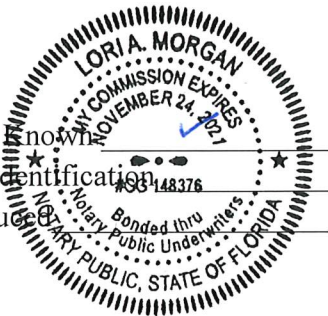
State of Florida
County of Pasco

Sworn to (or affirmed) and subscribed before me this 22nd day of April, 2020

By Diane Hackney

(Seal)

Personally known _____
Produced Identification _____
Type Produced _____



Lori Morgan
Signature of Notary
Lori Morgan
Print

**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
Strategic Planning Services

2. This sworn statement is submitted by Quest Corporation of America, Inc.
(Name of entity submitting sworn statement)

whose business address is 17220 Camelot Court, Land O' Lakes, FL 34638

_____ and (if applicable) its Federal
Employer Identification Number (FEIN) is 59-3335186 (If the entity has no FEIN,
include the Social Security Number of the individual signing this sworn statement.)

3. My name is Diane Hackney and my relationship to
(Please print name of individual signing)

the entity named above is Assistant Vice 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 of 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 the 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.)

Diane Hackney
(Signature)
Diane Hackney, Assistant Vice President

STATE OF Florida (Date)

COUNTY OF Pasco

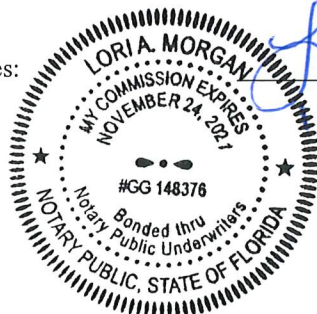
PERSONALLY, APPEARED BEFORE ME, the undersigned authority,

Diane Hackney
(Name of individual signing)

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

space provided above on this 22nd day of April, 2020.

My commission expires:
NOTARY PUBLIC



Lori Morgan
11/24/2021

EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Pasco)

I, the undersigned hereby duly sworn, depose and say that the firm of Quest Corporation of America, 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: Liane Hackney

Sworn and subscribed before me this
22nd day of April, 2020.

Lori Morgan
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 11/24/2021



3. PRICING

3. PRICING

We anticipate a 32 week program, with an intense workload of research, propostive iterations and a multidisciplinary team engaged throughout the process. This effort has been translated to manhours in a froecast exercise based on the scope received. The fee below should be understood as a somewhat educated guess based on the forecasted manhours with the available information received.

We have decided to pursue an optimistic approach, offering a budget with all the “bells and whistles”, as that is the type of interaction that we think will lead to the best result. However, no fee proposal can be accurate or complete without the Client. Only when we sit down with the City of Key West and understand its aspirations and its Vision can we really propose a fee.

We ask you to please review our track record, our out-of-the-box thinking and our international expertise and imagine what we can do for the future of your City.

Let’s sit down with that frameset in mind and look for a Contract with conditions that makes both parties comfortable. We are sure we can find them

MANHOURS

Term: 32 weeks

Total Design Management hours of luis vidal + architects team: 240 hours

Total Production hours of luis vidal + architects team: 1280 hours

PROPOSED FEE BASED ON MANHOURS, INCLUDING SUBCONSULTANTS.

\$350,000 lump sum.



4. ADDENDUM ACKNOWLEDGEMENT



4. ADDENDUM ACKNOWLEDGEMENT

luis vidal + architects acknowledges receipt of the following addenda:

Addendum No.: **1**

Dated.: **04/17/2020**

A handwritten signature in blue ink, consisting of a stylized 'D' followed by several vertical lines and a horizontal stroke extending to the right.

David Lopez, US Manager