

MEMORANDUM

TO: Claire Powell, City Manager

FROM: Richard E. Luedke, AICP, Planning Director

DATE: April 7, 2025

SUBJECT: **Approval of a Professional Service Agreement With Freese and Nichols, Inc., in the Amount of \$537,500 for Development of the Lewisville 2035 Vision Plan and Authorization for the City Manager, or Her Designee, to Execute the Agreement.**

BACKGROUND

The Lewisville 2025 Vision Plan (2025 Plan) was adopted in July 2014 after extensive public involvement and has served as the basis of decision making over the past eleven years. The plan answered the question: “What do we want Lewisville to be when it turns 100 years old?” The 2025 Plan has successfully led the City forward through a multitude of initiatives and activities that have resulted in transformational changes throughout our community. The 2025 Plan has received several state and national awards for excellence in comprehensive planning and plan implementation. An update to the 2025 Plan was adopted in April 2021 to review and refine our community vision.

ANALYSIS

Now that we have reached our centennial year and are celebrating all the accomplishments achieved through the implementation of the plan, it is now the time to look forward to the next 10 years by creating the Lewisville 2035 Vision Plan (2035 Plan). To effectively engage the community and to develop a plan to reflect the overall vision of the community, the City Council allocated \$550,000 in fiscal year 2024-2025 to start the process for the development of the 2035 Plan.

The consulting firm of Freese and Nichols, Inc. has been selected to facilitate stakeholder engagement and community input in support of the creation of a community vision plan that includes strategies and recommendations related to housing, land use, and other focus areas identified by the community. Karen Walz, FAICP, principal of Strategic Community Solutions, LLC., who served as the lead for community engagement for both the original 2025 Plan and the 2021 update, will serve as an extension of staff and will provide input and direction for the overall planning process associated with the 2035 Plan under a separate PSA. Ms. Walz is engaged with the City under a separate professional services agreement to serve in this role. Rayo Planning, a firm that specializes in Hispanic community outreach and engagement, will serve as a sub-consultant to Freese and Nichols, Inc. and is include in the overall scope of work outlined in the professional services agreement for the project. The total project cost outlined in the professional

services agreement is \$537,500. The overall project is estimated to be completed over 18 months. Funding is available in the Lewisville 2035 Implementation Project.

Freese and Nichols, Inc. was chosen for the 2035 Plan due to their role in the creation and success with the 2025 Plan and for their extensive public engagement experience that will be the foundation of the 2035 Plan. The overall outreach objectives are tailored to be convenient, inclusive, interactive, and meaningful. The engagement toolbox consists of the following four components:

1. Online and virtual engagement
2. Neighborhood outreach
3. Committees and sub-committees
4. Public town halls or workshops

The project will be carried out over 18 months through the following six phases:

1. Project Initiation – 2 months
2. Big Issues – 3 months
3. Big Ideas – 4 months
4. Big Moves - 4 months
5. Big Achievement - 2 months
6. Adoption - 3 months

Throughout the project, sustainability and resilience are the lenses through which all recommendations will be made. Sustainability strategies will be incorporated into the 2035 Plan, replacing the Sustainability Action Plan. An overview of the planning process associated with the 2035 Plan is provided in the attached presentation made at the annual City Council retreat on February 21, 2025.

CITY STAFF’S RECOMMENDATION:

That the City Council approve the agreement and authorize the City Manager, or her designee, to execute the agreement as set forth in the caption above.