

2018 COMPREHENSIVE PLAN UPDATE REQUEST FOR PROPOSAL



RFP SCHEDULE

Proposal Submittal Deadline:	November 23, 2016 (4:00pm CST)
Questions from Proposers Deadline:	November 30, 2016 (4:00pm CST)
Interview for Selected Consultants:	Week of December 12, 2016
Consultant Selection Communicated:	Week of December 26, 2016
City Council Approval of Consultant Contract:	January 3, 2017

Send proposals to:

Cary Teague
City of Edina, Community Development
4801 West 50th Street
Edina, MN 55424

LIMITATION

The Request for Proposal does not commit the City of Edina (City) to award a contract or pay any cost incurred in the preparation of the proposal. The City reserves the right to reject any or all proposals or portions thereof, to accept a proposal or portion thereof, and to waive any informality.

CONTACT INFORMATION

All questions regarding this proposal should be directed to the Community Development Department via email to Cary Teague and Kris Aaker by November 30, 2016. Questions and Answers will be available in writing via email to all candidates by December 6, 2016 .

Cary Teague
cteague@edinamn.gov
 952.826.0460

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 952-826-0461

CONTENTS

Executive Summary & Background Information.....	2
Scope of Work.....	3
Schedule & Budget.....	4
Consultant Responsibilities.....	4
Products and Deliverables	7
Submission Requirements	8

Selection and Interview Process	9
Terms and Conditions of Request.....	10

EXECUTIVE SUMMARY & BACKGROUND INFORMATION

The City of Edina is seeking a firm or team of interdisciplinary planning and design professionals with experience in comprehensive planning, especially with municipalities in the Twin Cities metropolitan area.

Located immediately southwest of Minneapolis in Hennepin County, the City of Edina is a vibrant community of 50,261 residents. Edina has always been a community that has recognized the importance of its past while preparing itself for the future. From its incorporation in 1888 as a milling area on the banks of Minnehaha Creek, Edina has evolved to be a model among municipalities in the Twin Cities metropolitan area. Major highways run through or are close to Edina, making it accessible to all areas within the Twin Cities metropolitan area and the Minneapolis/St. Paul International Airport. It has been an innovator and leader in many ways as evidenced by being the first Minnesota Village to adopt a comprehensive zoning ordinance in 1929, construction of the Country Club neighborhood in 1924, establishing and upgrading the 50th and France commercial neighborhood starting in the 1930s, opening of Southdale Center in 1956 as the nation’s first fully enclosed, climate-controlled regional shopping mall, development of Centennial Lakes and Edinborough, which have become contemporary models for the integration of commercial and residential land uses. Edina offers high quality housing, including single-family homes, townhomes, and high-density high-rise condominiums and apartments. Open space amenities abound, including golf courses, playing fields, biking and walking paths, and a full range of neighborhood and community parks. Edina has achieved these and many other successes as a community in a number of ways. One of the key attributes of the community’s success has been the interest in proactively preparing itself for the future.

A key element in preparing for future success is revising and updating Edina’s Comprehensive Plan to reflect and promote Edina’s vision for the future. Edina has identified six critical geographical areas for a planning focus that will become a cornerstone in the Comprehensive Plan vision. These six areas are 44th & France, 50th & France, 70th & Cahill, Southdale, Grandview, Valley View & Wooddale. Each area will be focused on separately in its own Small Area Plan within the Comprehensive Plan.

The Metropolitan Land Use Planning Act requires local units of government to submit Comprehensive Plan updates every ten years with the next update scheduled for 2018. The Met Council reviews the plan amendments to determine their conformity with metropolitan system plans, conformity with adopted plans of the Council and compatibility with plans of other local jurisdictions. The City of Edina’s Comprehensive Plan is a public document that describes a vision for how the community wants to develop over a specified time period. The Metropolitan Council regional planning effort now identified as Thrive MSP 2040 has specific Plan Elements that need addressing in Edina’s Comprehensive Plan Update. Local plans are required to include specific content areas. New requirements have been added by the Council since the last Comprehensive Plan Update and will need to be incorporated into Edina’s 2018 Plan. Many of those required elements are already in the current Plan with those new Plan Elements for 2018 identified as “Resilience” and “Competitiveness”.

REQUIRED PLAN COMPONENTS

The current Edina Comprehensive Plan was completed in 2008. The City of Edina is seeking consultant assistance in preparing its 2018 Comprehensive Plan Update, in conformance with Metropolitan Council requirements. The City seeks to integrate work done to date and work in progress. The City wants the

comprehensive plan update process to focus on the expected areas of potential change that were outlined in the 2008 Comprehensive Plan for future study and resulting Small Area Plans. The comprehensive plan update should produce implementation tools and strategies in support of a broader community vision and goals to shape future change. Assistance is desired for:

- Plan Elements as outlined under Comprehensive Plan Elements and City Partnerships
- Initiate, study and complete three Small Area Plans for the 44th and France, 50th and France and 70th and Cahill areas for adoption into the 2018 Comp Plan Update
- Assist in the completion of the small area plans currently in process for the Greater Southdale Area and the Grandview Area for adoption into the 2018 Comp Plan update
- Evaluate/readdress the 2015 Valley View and Wooddale Small Area Plan for adoption into the 2018 Comp Plan Update
- Create an Implementation Plan

SCOPE OF WORK

The City of Edina shall provide all available existing documentation to the consultant and will schedule, coordinate, and make all necessary arrangements for meetings conducted by the consultant during the course of this project.

The consultant will take a lead role in all public forums, workshops, meetings, and hearings. City staff shall be available to the consultant in a supporting role during this period.

The City has identified six critical geographical areas within the community that have the potential for significant change and development. These six areas are 44th & France, 50th & France, 70th & Cahill, Southdale, Grandview, Valley View & Wooddale. The successful delineation of this potential is a key feature if the Comprehensive Plan is to successfully aid Edina in crafting its future.

THE FOLLOWING IS A LIST OF EXPECTED TASKS OF THE CONSULTANT (TO BE DETAILED IN THE FINAL CONTRACT WITH THE SELECTED CONSULTANT):

- Initial meeting with City staff to review the project scope, work program, overall schedule, and to set dates for significant public meetings/workshops.
- Obtain existing plans, maps and documents relevant to the project.
- Create and lead a public engagement process to obtain input, guidance, and opinions on the areas of potential change, and to build consensus on the future of these areas of change and develop goals for growth management and development/redevelopment in a small area format. Work has begun on Planning in Southdale area.
- Conduct meetings with key elected and appointed officials.
- Conduct weekly review meetings and/or telephone conferences with City staff to discuss project progress and drafts for review. Meet periodically (to be determined) with the Planning Commission Comp Plan Update Task Force.
- Make periodic presentations to the Planning Commission and to City Council to update them on project progress. Some of these sessions may be joint meetings.
- Develop goals, objectives, policies and implementation strategies based on public input, for those Small Area Plan elements for which this consultant has PRIMARY RESPONSIBILITY (see following page).
- Analyze the consistency of the current Edina Comprehensive Plan July 2008, and current City ordinances and policies, in relation to the emerging goals and objectives developed through this Comprehensive Plan Update process.
- Draft elements are to be completed and submitted to the City for review, comment, and approval based upon the schedule developed at the beginning of this planning process. Not

only will this enable the project to remain at a manageable scale, it will also allow City staff to monitor effectively the progress of the work program.

- Prepare a "Public Draft for Review" document and present this to the Planning Commission and to City Council.
- Prepare a "Final Draft" document and make a final presentation at a public hearing for final review and adoption of the 2018 Edina Comprehensive Plan Update.

SCHEDULE & BUDGET

SCHEDULE

The project is expected to commence January 2017 and conclude by October 31, 2018. The City has a draft schedule available for the consultant to review. Consultants should include the meetings and check in points on the City's calendar with their proposed schedule.

BUDGET

The City of Edina has initially allocated \$150,000 for this project.

CONSULTANT RESPONSIBILITIES

In the following section there is a list of Comprehensive Plan elements detailing assistance desired from the consultant. The consultant shall take primary responsibility for completion of plan elements, while providing support and assistance to other City staff and citizen advisory groups as identified below, and implementing a plan for community engagement.

The consultant shall be responsible for ensuring responsiveness of Comprehensive Plan elements (listed under COMPREHENSIVE PLAN ELEMENTS AND CITY PARTNERSHIPS) to Metropolitan Council requirements, especially with regard to conformance with all metropolitan systems policy plans, consistency with requirements of the Metropolitan Land Planning Act and Metropolitan Council policies, and compatibility with the plans of other local jurisdictions, including school districts.

COMPREHENSIVE PLAN ELEMENTS AND CITY PARTNERSHIPS

The following list contains the Comprehensive Plan elements the consultants will be responsible for. The consultant shall work closely with identified City Staff and several citizen advisory groups who will assist and review plan elements related to their expertise and service to the City. These departments and groups are detailed in a bullet list under the plan element. ***During the updated process, this list and/or the groups identified may change.***

EXECUTIVE SUMMARY

Prepare an executive summary of the complete Comprehensive Plan, including both the comprehensive plan elements and city partnerships.

INTRODUCTION, BACKGROUND, AND EXISTING CONDITIONS

History; Regional Planning Area designations; population, household, and employment forecasts; demographic changes and trends; economic data.

COMMUNITY PROFILE/DEMOGRAPHICS

The Met Council has already prepared and compiled population, household, and employment trends; demographic changes and forecasts within the Local Planning Handbook. The Community

Profile/Demographics section will need to be updated to incorporate and build on the Met Council's Local Planning Handbook information.

VISION AND GOALS

The City of Edina established a Vision Edina strategic plan in 2015. This document should be reviewed prior the preparation of the Comprehensive Plan's Vision and Goals chapter. The Plan should include a description of the standards and programs for implementing the Comprehensive Plan, as required by the Met Council.

LAND USE PLAN AND URBAN DESIGN FRAMEWORK

Review the Met Council's existing land use maps in the Met Council's Local Planning Handbook; draft/propose and map desired future land use and development densities specifically in those areas identified for change and small area plans. Draft city-wide urban design framework for both public and private properties. The Land Use section needs to be updated to reflect current land use and add all new Met Council required Plan Elements.

The updated plan needs to reflect Edina's attitude on future growth. The majority of Edina's land is fully-developed and will likely see little change except for six critical geographical areas, which will be the cornerstone in the Comprehensive Plan Vision. Edina needs to grow and change and shape that change to better meet the demographic changes it will experience in the coming two decades.

It will be the primary responsibility of the consultant to initiate, study, over-see/coordinate efforts of Small Area Plan work groups for each designated area, conduct out-reach meetings for each designated area and complete the Small Area Plans for the three study areas outstanding in the current Comprehensive Plan. The Small Area Plans to be initiated and completed by the consultant are the 44th and France, 50th and France and the 70th and Cahill areas. Each of those study areas will need to be completed and shall be consistent with the requirements of the Metropolitan Council to become part of the Land Use Section of the 2018 Comprehensive Plan Update. Two other areas designated for change in the current Comprehensive Plan include the Grandview and Greater Southdale areas. These areas are currently under study and are anticipated to produce plans that shall be folded into the Comprehensive Plan update by the consultant as part of the consultant's primary responsibilities of the Plan Update. It will be the consultant's responsibility to work with the current consultant on Southdale and Grandview area plans and help complete these continuing efforts. It will be the responsibility of the consultant to integrate the current working groups and consultant efforts of the Southdale and Grandview area plans into the Land Use, Transportation and other pertinent sections of the Comprehensive Plan. The Valley View and Wooddale Small Area Plan was completed and adopted into the Comp Plan in 2015 and will need to be re-addressed in the 2018 Plan update. The Greater Southdale Area Planning Framework and Grandview Transportation Study will need to be done in conjunction with the work on the Transportation chapter and will be completed under a separate contract through the Engineering Department. The goals, policies, and objectives of this chapter should be reviewed and revised to speak to overall livability and the desire to have Edina be a full service urban community offering life-cycle housing with walking, biking and transit options to a flourishing business community.

- Community Development Office
- Planning Commission

HOUSING

Identify housing needs, and evaluate future needs while incorporating all new required Met Council Plan Elements. Add text/explanation and a map of the City Council approved neighborhoods. Summarize/include the Policy on Affordable Housing adopted by the City Council in 2015 as a response

to housing demand and opportunities, stemming from a desire to foster diversity. Include a discussion of schools and the Districts and their importance to the community and its future.

- Community Development Office
- Human Rights and Relations Commission

RESILIENCE /ENERGY AND ENVIRONMENT

Review and revise/update all sub-sections of the chapter including: Climate change and global warming, energy, solar protection, residential/commercial/industrial/city energy consumption, waste and air. Add all new required Met Council Plan Elements including “Resilience” requirements. This is a new Plan Element required by the Met Council that is meant to integrate strategies into the Update for communities to be more resilient in the face of changing climate. This will more than likely be integrated into the Climate Change and Global Warming sub-chapter of the Energy and Environment portion of the Comp Plan Update.

- Administration Department (Sustainability Coordinator)
- Energy and Environment Commission

STRATEGIC ECONOMIC PLAN AND COMPETIVENESS COMPONENT

Create a new chapter that satisfies the Met Council’s Competiveness Plan Element. Identify activities that directly aim to retain, attract and grow businesses that bring wealth and prosperity to Edina. Focus shall be on all six Small Area Plans. Examine the feasibility of the anticipated growth for each of the six Small Area Plans.

- Community Development
- Planning Commission
- Economic Development

HERITAGE PRESERVATION PLAN

Review and assist staff in the Update Current Conditions/Historic Context and Inventory. Identify any new trends and challenges. Review and update Goals and Policies.

- Heritage Preservation Board

TRANSPORTATION PLAN

The Transportation Plan, including analysis of roads, bicycle and pedestrian requirements, transit, and aviation, will be completed under a separate contract through the Engineering Department.

- Transportation Commission
- Engineering Department

WATER RESOURCE MANAGEMENT PLAN

The Water Resource Management Plan, including water supply, wastewater, and surface water, will be completed under a separate contract through the Engineering Department.

PARKS, OPEN SPACE, AND NATURAL RESOURCES PLAN

Review and assist in the final edit of the staff-prepared Parks, Open Space, and Natural Resources Plan. Update current conditions including the conversion of the Fred Richards golf course, updates to Brea mar golf course and the 9-Mile Creek/3 Rivers corridor among others. Review and revise goals and polices as needed. Identify trends and challenges going forward.

- Parks and Recreation Department
- Park Board

COMMUNITY SERVICES AND FACILITIES PLAN

Review and assist in the final edit of the staff-prepared Community Services and Facilities Plan which includes assessments throughout several city departments. Departments will be asked to determine what they feel their needs might be in the next ten years. Much will depend on what is foreseen in the changes in demographics over the last ten years, and the demographic projections, including changes in the workforce population.

- City Administration
- Health
- Public Safety
- Communication and Technology Services
- Police and Fire
- Schools

HEALTHY COMMUNITIES – NEW PLAN ELEMENT

Add a “Healthy Communities” or public health and wellness section to the Comprehensive Plan Update. This will tie- in with other sections of the Plan including Park and Recreation, Transportation, etc.

- Community Health Commission

COMMUNITY ENGAGEMENT

Public participation is a key element in this process. The proposal should specify how the public will be engaged for the entire Comprehensive Plan review and for each of the six Small Area Plans. Outreach activities should focus on a variety of stakeholders including neighborhood residents, neighboring businesses and future business developments, Boards and Commissions, and the Edina City Council.

The community outreach efforts may include but are not limited to:

- Public Meetings
- Stakeholder interviews
- Site walks
- Website
- Surveys
- Other methods to measure the public’s reaction to the process and adjust the planning process as necessary.

PRODUCTS AND DELIVERABLES

The 2018 Comprehensive Plan Update shall be presented in a narrative text format (Microsoft Word —8 1/2" X 11" three-ring binder format) with maps (ArcView) that is user-friendly and easily comprehended by the general public. The consultant shall make every effort to minimize the use of technical planning jargon.

The City’s Communications Technology Services and Planning Department staff will edit the draft and final document, including the Executive Summary; as needed, the City will incorporate maps and other illustrative graphics.

The consultant shall deliver:

1. Thirty (30) printed, bound, color copies of the DRAFT Plan
2. Fifteen (15) printed, bound color copies of the FINAL Plan
3. An electronic copy submitted on a flash drive of both the DRAFT and FINAL Plans in a printer ready and editable format that includes all text, GIS map data and graphics (tables,

charts, photos, drawings) in a format compatible with those programs utilized by the City of Edina.

SUBMISSION REQUIREMENTS

The Proposal response should be fully self-contained, and display clearly and accurately the capabilities, knowledge, experience, and capacity of the respondent to meet the requirements of the project and the RFP. The response is limited to 15 pages excluding appendices. Respondents are encouraged to utilize methods they consider appropriate in communicating the required information. At a minimum, this will include submission of the information requested below:

- Full name of the municipality the work was prepared for
- Firm Description & Experience
- Approach to Fulfilling Project Objectives
- Proposed schedule for project completion
- Total Project Cost and Fee Schedule
- Number and type of meetings included

Eight, (8), bound copies, plus an electronic copy submitted on a flash drive of all documents should be submitted to the City of Edina Community Development Department at 4801 West 50th Street no later than 4:00 pm Wednesday, November 23 2016. Submittals and questions can be sent to Cary Teague, Community Development Director, at cteague@edinamn.gov. Interviews with the most qualified firms will be held on the week of December 12, 2016.

In order to be considered, all requested information shall be submitted. All material shall be presented in a succinct manner in the same order as presented in this RFP. The City will not be responsible for proposals delivered to a person/location other than that specified above.

FIRM DESCRIPTION AND EXPERIENCE

CONSULTANT

Name, address, contact information, website address, firm history, number of employees in the firm and office locations.

PRIMARY CONTACTS

Name, title, and contact information for the primary person who will be the contact for the RFP process.

STATEMENT OF PHILOSOPHY AND PROJECT UNDERSTANDING

Provide a concise (one page) statement outlining the philosophy of the firm(s) in approaching projects of this nature, the public engagement process, and the team's grasp of the issues and goals particular to this project. Provide the process for addressing the Small Area Planning efforts and include a sample of a parallel work effort.

TEAM COMPOSITION

For each individual (and sub-contracted firm) assigned to this project, provide names, titles, and qualifications. This section should include descriptions of the respective roles that will be played by team members on this project. A biography, (no more than one page in length) should be included for the key team members and a resume for each in an addendum to the proposal. Include whether the teams have worked together before and explain why this is a good team for Edina. Provide an organization chart describing staff available to handle the desired work.

CURRENT/PRIOR EXPERIENCE WITH MUNICIPAL PROJECTS

Provide examples with an emphasis on Comprehensive Plan projects. List up to five (5) projects, starting with the most recent, that the professional personnel of your firm have worked within the past 10 years. Provide the year the project was performed, the name of the municipality/jurisdiction, address, and contact name and phone number, e-mail address and the scope of work performed. Other related experience may be included.

STATEMENT

A statement indicating the firm is independent, properly licensed and insured to practice in Minnesota, and has no conflict of interest with regard to any other work performed by the firm for the City.

APPROACH TO FULFILLING THE SCOPE OF WORK AND COMPREHENSIVE PLAN ELEMENTS

TASKS

Provide the tasks and narrative of how your firm will comply with fulfilling the scope of work while being inclusive of the comprehensive plan elements and maximizing the expertise of the City partnerships. Outline any special services and products your firm has to meet our needs and not exceed the agreement amount. In addressing the Small Area Planning, outline the work effort expected including number of citizen meetings necessary, to create design options for the area development. Provide sample graphics of successful similar planning efforts. Propose additional tasks/services that your firm may see as beneficial and why.

SERVICES

A description of how the firm provides the desired services and quality control to assure adequate level of service and successful project completion and management.

PROPOSED SCHEDULE

A time frame or chart showing start dates and major milestones along the way. The City has created a draft schedule including meetings and check point dates. This calendar should be used as a guide to create a proposed schedule. At a minimum, the meetings with the Planning Commission and City Council will be required.

BUDGET

Provide a proposed budget (estimated fees and expenses) to perform each task in the work program and to complete the total project (including hours for each team member and their hourly rates). The budget should also include an itemization of anticipated expenses, as well as a description of approaches that will be used to contain costs and ensure quality control. Provide an itemized rate schedule that reflects the work proposed. The rate schedule should include typical hourly charge rates for labor classifications anticipated.

SELECTION AND INTERVIEW PROCESS

SELECTION TEAM

The City will rate prospective consultants (firms) for this work using only objective criteria based upon the information obtained from the Proposals.

The firms with the highest ranking based on experience and qualifications as described in the Proposal to provide the required services will be invited for interviews. The proposed project manager and personnel will be requested to represent the firm at the interviews.

SELECTION CRITERIA

The evaluation will consist of a matrix of requirements, qualifications and experience. The following criteria will be used in evaluating the submittals received in response to this RFP:

- Background and experience of firm and personnel
- Past performance and service on similar assignments/projects
- Proposed approach for working with existing working groups and consultants
- Specific examples of public engagement.
- Proposed approach and proposed scope of work to complete Plan update
- Technical qualifications of staff who will be working on the project
- Price

INTERVIEW PROCESS

The selection team will rate each RFP based on the selection criteria. The findings from this examination will determine the consultants invited to do a personal interview. The selected consultants will be expected to make a formal presentation on the content of its proposal and its ability to undertake the required work. Key project personnel will be expected to participate in the interview. Interviews will be scheduled for the week of December 12.

TERMS AND CONDITIONS OF REQUEST

The following conditions apply to this RFP: Consideration of a prospective consultant's (firm's) proposal will be made only if the prospective consultant meets all the minimum requirements of this RFP. The City reserves the right to adjust, increase, limit, suspend or rescind the rating based on subsequently learned information. The City reserves the right to award a contract to the firm (or firms) that present the best qualifications and which will best accomplish the desired results for the City.

Any consultant (firm) deemed not qualified, or consultants (firms) who's rating changes sufficiently to disqualify them, will be notified in writing. No consultant shall have the right to an appeal based upon an incomplete or late submission of the proposal.

1. Receipt of Proposals

To be considered, proposals must be received at the location provided and within the time period specified in the Request for Proposals (RFP). Responses received after the specified date and time shall be returned unopened

2. Proposals NOT a Contract/NOT Eligible for Cost Reimbursement

A response to this RFP should not be construed as a contract or an indication of a commitment of any kind on the part of the City nor does it commit to pay for the costs incurred in the proposal submission or for any cost incurred prior to the execution of a final contract.

3. Request for Supplemental Information

The City reserves the right to require, from any or all consultants (firms), supplemental information that clarifies submitted materials. This request does commit the City to pay for costs incurred for the supplemental information.

4. Clarification of Terms

All questions regarding this solicitation should be directed to the City representative listed in this RFP. Do not attempt to contact other City staff members regarding your submittal or any related proposal submittal. Questions concerning this proposal should be submitted by 4:00pm on Wednesday, November 16.

5. Proposals to be in Effect

Each proposal shall state that it is valid for a period of ninety (90) calendar days from the date of submission.

6. Signature Requirements

Proposals must be signed by a representative with the authority to bind the company with his/her signature. Joint ventures or teams submitting proposals are permitted, but will not be considered responsive unless it is established that all contractual responsibility rests solely with one firm or one legal entity which shall not be a subsidiary or affiliate with limited resources. Each proposal shall indicate the entity responsible for contract execution on behalf of the proposal team.

7. Investigation of Qualifications

The City reserves the right to conduct reasonable investigations as deemed proper and necessary with respect to the experience and qualifications of each proposer to determine the ability of a proposer to perform the work or to furnish the items specified in the RFP.

8. Incomplete Proposals

Incomplete and/or unsigned submissions will not be considered. However, if a submission is incomplete, and if it appears that the omission can be corrected promptly, the affected firm may be contacted and offered the opportunity to complete the proposal and provide the required information within a prescribed period of time, which will not extend. If a firm does not respond within the time stated, the Proposal will not be considered.

9. Acceptance or Rejection of Proposals

The City reserves the right to accept or reject any or all proposals or portion of any proposal, to negotiate with proposers for amendments or other modifications to their proposals, to advertise for new responses, and/ or to accept any response deemed to be in the best interest of the City.

10. Selection Process Termination

The City reserves the right to terminate the selection process, at any time, without making an award to any or all consultants.

11. Disqualification

Factors such as, but not limited to, any of the following may be considered just cause to disqualify a proposal without further consideration:

- Any attempt to improperly influence any member of the selection staff;
- Existence of any lawsuit, unresolved contractual claim or dispute between consultant and the City;
- Evidence of consultant's inability to successfully complete the responsibilities and obligations of the proposal; and
- Consultant's default under any agreement, which results in termination of the agreement.

12. Selection of Consultant

The City reserves the right to select the proposal that best satisfies the interests of the City and not necessarily on the basis of price or any other single factor.

13. Term of Contract

The initial term of the contract will be approximately 24 months from the date of award or until the services are completed. This contract may be extended at the expiration of its terms by agreement of all parties. The City reserves the right to cancel the contract on thirty (30) day notice.