

ITN COVER PAGE



Procurement Division

(352) 334-5021 (main)

Issue Date: May 15, 2023

INVITATION TO NEGOTIATE: GCRA-230050-GD**Historic Consulting Services for the Fifth Avenue/Pleasant Street Historic Heritage Trail**PRE-PROPOSAL MEETING: ☒ Non-Mandatory ☐ Mandatory ☐ N/A ☐ Includes Site Visit

DATE: May 23, 2023; 3:30PM EDT

LOCATION: ZOOM – All Zoom meeting access information is included on Exhibit D

QUESTION SUBMITTAL DUE DATE: May 31, 2023, 3:00pm EDT

DUE DATE FOR UPLOADING PROPOSAL: June 16, 2023, 3:00pm

SUMMARY OF SCOPE OF WORK: The Gainesville Community Reinvestment Area (GCRA), a City of Gainesville Department, is requesting proposals from Historic Consultants who will assist the GCRA in completing the Fifth Avenue Pleasant Street / Heritage Trail project with accuracy and authenticity by providing their expertise, support and recommendations.

For questions relating to this solicitation, contact: Gayle Dykeman, Procurement Specialist 3, dykemangb@gainesvillefl.gov

Respondent is not in arrears to City upon any debt, fee, tax or contract: ☒ Respondent is NOT in arrears ☐ Respondent IS in arrears

Respondent is not a defaulter, as surety or otherwise, upon any obligation to City: ☒ Respondent is NOT in default

☐ Respondent IS in default

Bidders who receive this bid from sources other than City of Gainesville Procurement Division or DemandStar.com MUST contact the Procurement Division prior to the due date to ensure any addenda are received in order to submit a responsible and responsive offer. Uploading an incomplete document may deem the offer non-responsive, causing rejection.

ADDENDA ACKNOWLEDGMENT: Prior to submitting this offer, I have verified that all addenda issued to date are considered as part of my offer - Addenda received (list all) # Addendum 1

Legal Name of Respondent's Company: Community Planning Collaborative, LLC

DBA: Same

Authorized Representative Name/Title: Ennis Davis/Principal

E-mail Address: ennis@planningcollab.com FEIN: 92-1016009

Street Address: 221 N. Hogan Street, Suite 237 Jacksonville, FL 32202

Mailing Address (if different): Same

Telephone: (904) 219-7499

Fax: ()

By signing this form, I acknowledge I have read and understand, and my firm complies with all General Conditions and requirements set forth herein; and,

☒ Proposal is in full compliance with the Specifications.

☐ Proposal is in full compliance with the Specifications except as specifically stated and attached hereto.

SIGNATURE OF AUTHORIZED REPRESENTATIVE: Ennis Davis

SIGNER'S PRINTED NAME: Ennis Davis

DATE: 6/15/23



Historic Consulting Services for the Fifth Avenue/Pleasant Street Historic Heritage Trail

GCRA-230050-GD



June 16, 2023

Re: Invitation to Negotiate - GCRA-230050-GD

Community Planning Collaborative is pleased to submit a proposal for Gainesville's Fifth Avenue/Pleasant Street Heritage Trail. Thank you for the opportunity to participate in this process. We are confident that our team can successfully complete the requested work within the anticipated timeline, and set the community on the path to successful implementation of the Heritage Trail honoring Gainesville's oldest African American community.

We understand that this initiative has been in the works for many years and that the community is ready to see this project come to fruition. Our experience with similar projects and related communities exploring trails and heritage interpretation positions us well to assist Gainesville in the creation of the Fifth Avenue/Pleasant Street Heritage Trail. We bring years of local government planning, historic and cultural preservation, and community engagement expertise.

We are confident that we can deliver the work as outlined in the Invitation to Negotiate, beginning with a robust review phase paired with a dynamic community outreach and engagement strategy and project planning effort that will lead to creation of the Heritage Trail the community is seeking. Our project team has extensive experience with African American heritage projects, community engagement in African American communities, and a focus on consensus building across varied perspectives.

The majority of our project team are University of Florida alumni with a personal connection to Gainesville. Our project team also consists of diverse team members, reflecting our commitment to equity and inclusion. We have partnered with Perez Planning + Design, Carla Mechele Media, and local partner Aaron Daye to provide a well-rounded team that complements Community Planning Collaborative's suite of skills. Together, we blend experience in planning, historic preservation, urban design, landscape architecture, and community engagement in a way that is perfectly situated to complete this project.

Thank you for your consideration, and we look forward to the opportunity to work with you. Regardless of the outcome, we wish Gainesville much success in what is a worthy and important endeavor in working with the community to share a fuller history of the Fifth Avenue/Pleasant Street neighborhood.

Respectfully,

Ennis Armon Davis, AICP
Principal

 **Phone**
904-577-0255

 **Email**
info@planningcollab.com

 **Address**
221 N. Hogan St. Ste. 237 Jax, FL 32202

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COMMUNITY PLANNING
COLLABORATIVE



American Beach Cultural
Heritage Plan

Minimum Qualifications

Minimum Qualifications

Following are Community Planning Collaborative responses to the minimum qualifications for this solicitation:

1. Respondent must provide the current, verified, name and address of similar projects completed within the past three (3) years – use Exhibit C for this purpose.

Please see attached Exhibit C for reference contact information related to similar projects completed within the past three (3) years. Additional information is also found in the Statement of Qualifications, Section 3: Qualifications of Firm.

- **American Beach Cultural Heritage Plan (2018-2022)**

Community Planning Collaborative experience includes facilitating strategic planning in order to identify strategies to protect and highlight the historic character of the historically African American American Beach community in Nassau County, FL, as determined by the neighborhood in a community-driven process. In addition, the Community Planning Collaborative team was part of a multidisciplinary group including Perez Planning + Design that produced the American Beach Cultural Heritage Experience Enhancement Initiative master plan. The final product was a plan that guides public and private investment, including the development and installation of physical markers at historically significant sites determined by the community, while protecting the sense of place and honoring the rich cultural heritage of American Beach's built and natural environment.

- **Cosmo Freedom Park Trail (2020-2022)**

Community Planning Collaborative experience includes substantial project assistance with the Cosmo Freedom Park Trail. Beginning in May 2020, this cultural heritage marker project in the Gullah Geechee community of Cosmo in Jacksonville, FL included extensive community engagement with Cosmo community elders, residents and descendants to guide the development of five cultural heritage markers honoring Cosmo leaders, community history, Gullah Geechee culture and specific historic sites in the rural community endangered by modern suburban development. Markers were dedicated at Freedom Park in April 2022.

- **LaVilla Heritage Trail (2022-Present)**

The LaVilla Heritage Trail and Gateway project was launched in June 2022 to build consensus between the Downtown Investment Authority and the historically excluded LaVilla community in Jacksonville, FL. Community Planning Collaborative experience includes assisting with development of a neighborhood logo and branding strategy, cultural heritage trail and gateways paying homage to LaVilla's historical significance in conjunction with community members. Following six months of extensive community engagement, community consensus was established, resulting in a neighborhood logo by a local graphic artist and paid Subject Matter Expert, and identification of locations for neighborhood gateway murals, a cultural heritage trail featuring 28 physical markers and associated potential story lines. On-going efforts include additional community engagement and coordination with public agencies for a LaVilla Cultural Heritage Trail implementation strategy, with marker fabrication and installation expected in 2024.

Minimum Qualifications, cont.

2. Respondent shall demonstrate through their response to the ITN that it has no less than three (3) years of progressively responsible experience in the development and implementation of Heritage Trails.

The Community Planning Collaborative team has more than three (3) years progressively responsible experience in the development and implementation of Heritage Trails. Additional information is also found in the Statement of Qualifications, Section 3: Qualifications of Firm.

3. Respondent shall demonstrate through their response that they have worked on a minimum of three (3) projects in the last seven (7) years.

The Community Planning Collaborative team has worked on a minimum of three (3) projects in the last seven (7) years. Additional information is also found in the Statement of Qualifications, Section 3: Qualifications of Firm.

4. Respondents shall have three (3) years of experience working with state or local governments on cultural projects.

The Community Planning Collaborative team has more than three (3) years of experience working with state and local governments on cultural projects. Community Planning Collaborative team member Adrienne Burke worked for local government planning departments in Florida (City of Fernandina Beach, Nassau County, Miami-Dade County) over the last fifteen (15) years with an emphasis on historic preservation and cultural resource projects. Team members Ennis Davis and Carlos Perez have more than three (3) years experience partnering with state and local governments on cultural and parks projects. Additional information is found in the Statement of Qualifications, Section 2: Project Staff and Section 3: Qualifications of Firm.

5. Respondents to this ITN shall demonstrate breadth of experience in working with diverse communities, hosting workshops and implementing community engagement strategies.

The Community Planning Collaborative Team has a breadth of experience in working with diverse communities, hosting workshops, and implementing community engagement strategies. Additional information is found in the Statement of Qualifications, Section 2: Project Staff and Section 3: Qualifications of Firm.

6. Respondents to this ITN shall demonstrate experience working with community members that are engaged in the project as Subject Matter Experts (SMEs), and providing compensation for engaged community members that can assist in leading the project.

The Community Planning Collaborative Team has demonstrated experience working with community members engaged in the project as Subject Matter Experts. Local SME Aaron Daye is a part of the project team. The project team looks forward to identifying additional SME as part of the project process that can serve as SME and will receive compensation. Additional information is found in the Statement of Qualifications, Section 1: Project Understanding and Approach, Section 2: Project Staff, Section 3: Qualifications of Firm and the Pricing Proposal.

Minimum Qualifications, cont.

7. Through their responses, respondent must demonstrate that they are a Responsible agency as defined in Part 1, 1.6.

The Community Planning Collaborative team demonstrates via this proposal that we are a Responsible Agency as outlined in the Invitation to Negotiate and the City's Financial Services Procedures Manual.

8. Through their responses, respondent must demonstrate that they are a Responsive agency as defined in Part 1, 1.7.

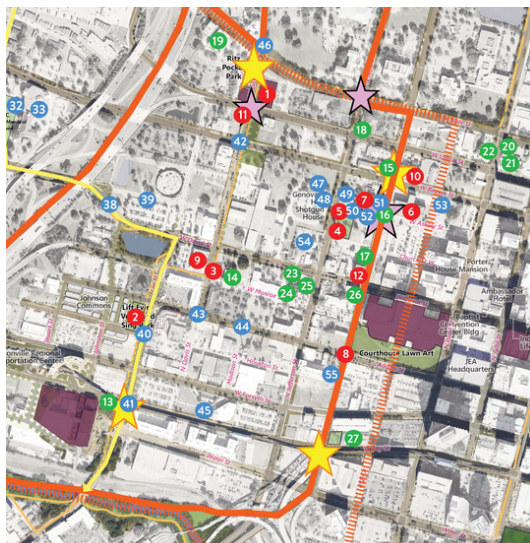
The Community Planning Collaborative team demonstrates via this proposal that we are a Responsive Agency as outlined in the Invitation to Negotiate.



American Beach Cultural Heritage Plan



Emerald Trail Interpretive Markers



LaVilla Cultural Heritage Trail



Cosmo Gullah Geechee Interpretive Marker Trail



COMMUNITY PLANNING
COLLABORATIVE



EMERALD
TRAIL

THE SEMINOLE CLUB

The Seminole Club was organized in 1887 with F.R. Osborn, J.M. Barr, A.C. Green and W.R. Hunter as the organizing officers. Named in honor of Florida's Native American oldest of its type in the country, Jacksonville architects Rutledge Harney and Arthur Burton Gates designed this Colonial revival building and in 1903 construction was completed by the Hahnemann-Woodcock Construction Company at a cost of \$23,000. Originally built as a two-story, red brick structure, a third floor was added to accommodate fifteen bachelor apartments in 1907 at a cost of \$5,000.

The club's first event was the Patriarch's Ball held on April 20, 1903, followed by a Seminole Collium and the official opening on New Year's Day 1904. In 1905, introduced to local citizens from the club's second floor balcony with the purpose of helping head the nation's sectional division still lingering forty years after the Civil War. At its peak, the club's roster consisted of more than 1,000 members, including leading figures in business, politics and law, including Louis Hampton "Lou" Ritter. A former club president and the last mayor in Jacksonville before Consolidation, Ritter was credited for supporting the Civil Rights Movement, integrating the Jacksonville Police Department and initiating the development of the Jacksonville International Airport.

Despite the Seminole Club's racially segregated atmosphere, Oscar C. Carter made national news in 1917. A food inventor and Black head waiter of the Seminole Club, Carter created a sauce that was favored by the famous Wall Street speculator Jossie L. Livermore. At a Seminole Club luncheon, Livermore issued Carter a significant check to mark the product known as "Carter's Sauce". In 1925, the signature of the former mayor and club member was broken by the signature of the former mayor and club member, Lou Ritter, became the first woman to be admitted as a member.

The building structure to the Downtown Jacksonville Historic Register of Historic Places in 2016.



The Seminole Club originally opened as a 2-story Colonial Revival style brick structure in 1903 (Side Entrance of Florida)



President Theodore B. Ritter at the Seminole Club, 1905 (North Florida)

Emerald Trail Heritage Markers

Statement of Qualifications

Statement of Qualifications

1. Project Understanding and Approach

Description of Proposed Scope and Schedule

Our team proposes the following methodology for completion of the Fifth Avenue/Pleasant Street Heritage Trail project.

a) Task One – Review and Recommendations

We understand that the Fifth Avenue/Pleasant Street Heritage Trail project has been in development since 2009 and that there is a substantial amount of material to review. Additionally, many stakeholders have been involved over the years and it is important to speak with them and understand their perspectives.

As noted in the Invitation to Negotiate, we understand that steps to complete in Task One include the following:

- Review the Mission and Vision Statements for the Heritage Trail.
- Review the potential storylines, voices, points of view and calls to action.
- Review the interpretive approach – using existing ideas or expanding proposed interpretive content at various sites using all available media (virtual, banners, markers, etc.).
- Review of the physical layout and recommendations made to date.
- Conduct interviews with GCRA Project Team, the City's Historic Preservation Officer, and Key Stakeholders to gain feedback on the current state of the project and how to gain consensus to move the project forward towards implementation.

In addition, we would propose:

- Identifying any additional stakeholders that have not previously been engaged.
- Gaining an understanding of any issues or community concerns with the previous stakeholder engagement process and previously proposed work.
- Revisiting the previously proposed work with stakeholders to review what has been completed to date.
- Completing field visits to A. Quinn Jones Museum and Cultural Center and other key sites and historic sites/points of interest as previously identified.
- Familiarizing ourselves with the histories and locations of the identified points of interest and other historic resources in the neighborhood as part of historic property analysis and historic research.
- Reviewing and researching Gainesville's history with regards to land use and zoning policy to understand how City policy has affected the Fifth Avenue/Pleasant Street neighborhood. This is important for having a foundational understanding of the interactions between the City government and the neighborhood, as well as being potential information for narratives in the project.
- Providing a detailed proposal for Task 2 and associated timelines.

Statement of Qualifications, cont.

Task One Deliverables:

- Written analysis of historical narrative work, including video, audio and written interviews completed to date and any gaps to be addressed, and proposed methods for filling those gaps and/or suggested changes to the project scope and direction. The GCRA Project Team and stakeholders will be provided with a detailed report as well as materials which can be easily reviewed and understood by the general public. Documents will succinctly deliver important information in a visually compelling way.
- Presentations for the GCRA Advisory Board and City Commission.

Estimated Timeline: 4 months (October 2023-January 2024)

b) Task Two – Community Engagement and Project Planning/Design Completion

Building the foundation for an equitable process demands a thorough community outreach and engagement strategy. Our team recognizes the value of listening and engaging with community members at all stages of the Heritage Trail project process.

Goals of a successful community engagement process include understanding the community's desires and wished-for outcomes of the heritage trail project, identifying priorities for heritage marker locations and stories, determining opportunities and challenges for the heritage trail project, and ensuring the community feels involved in planning, design, and implementation of the Fifth Avenue/Pleasant Street Heritage Trail project.

The Engagement and Outreach budget anticipates stipends for the local Subject Matter Experts in addition to our project team local SME Aaron Daye. These to-be-determined team members will be identified with the assistance of the GCRA project manager and/or partners and are anticipated to assist the CPC team with sharing information, attending meetings, and general outreach. It is important to the CPC team to financially compensate community members for their time, knowledge, and expertise.

As noted in the Invitation to Negotiate, we understand that steps to complete in Task Two include the following:

- Identify members of the community to serve as Subject Matter Experts (SMEs) to join the Project Team and help lead the project towards completion and act as a liaison with the community. The community members under the direction of the consultant will serve as liaison to the community along with GCRA staff.
- Provide a community engagement plan that works within the proposed timeline for Task One.
- Host no less than two (2) community workshops. Identify multiple ways to engage community members who may not attend a meeting (in person or online).
- Work with GCRA and the community to present progress on the project to the GCRA Advisory Board and City Commission (no less than 2 meetings for each).
- Work with the GCRA Project Team to complete the historical review, data validation, and the narrative for interpretation of the project.

Statement of Qualifications, cont.

In addition, we would add:

- Creating and executing a meaningful community engagement plan that seeks to involve a diverse set of stakeholders utilizing a variety of creative outreach methods. The community engagement plan will be developed as Task 1 steps unfold, and finalized early in the Task 2 timeline. Passive and active outreach strategies will be utilized.
- Sharing examples and best practices of other African American heritage trails with stakeholders to see what options are available.
- In conjunction with stakeholders, developing a finalized Heritage Trail Mission Statement and Project Goals.
- Completing the historical review, data validation, and the narrative for interpretation of the project, starting with the foundation that has previously been established. This may involve additional historic research utilizing resources at the A. Quinn Jones Museum, Pleasant Street Historic Society, University of Florida, Matheson History Museum, and Alachua County Library, in addition to other locations that may be identified. This component will also involve identifying and obtaining historic photographs and graphics to include as part of the trail.
- Coordinating technical components of the trail with other City departments, state agencies or necessary parties.
- In conjunction with stakeholders, developing a finalized trail program including points of interest, narratives and associated historic imagery. This may involve revisiting the methodology and criteria as initially developed. The finalized trail program will likely involve physical markers, but elements of the trail will be explored as part of the community engagement. This finalized trail program may also include a digital component, to be explored with stakeholders. The finalized trail program will also include design schematics, renderings, and cost estimates along with associated mapping.

Task Two Deliverables:

- Identifying and engaging Subject Matter Experts on the Project Team.
- Creating and executing a community engagement plan.
- Developing content for and host community workshops.
- Creating and delivering presentations to the Advisory Board, City of Gainesville City Commission and stakeholders.
- Completing the programming for the trail project and associated bid documents.

Estimated Timeline: One year (December 2023- November 2024)

c) Task Three – Provide Project Administration and Recommendations

As noted in the Invitation to Negotiate, we understand that steps to complete in Task Three include the following:

- Successful respondent will assure the authenticity and accuracy of the project by continuing to provide their expertise and recommendations in support of the project through completion.
- Respondent will also provide recommendations for the continued maintenance and operation of the methods used in the delivery of the historic narrative once the Project transitions to the relevant City department.

Statement of Qualifications, cont.

c) Task Three – Provide Project Administration and Recommendations

As noted in the Invitation to Negotiate, we understand that steps to complete in Task Three include the following:

- Successful respondent will assure the authenticity and accuracy of the project by continuing to provide their expertise and recommendations in support of the project through completion.
- Respondent will also provide recommendations for the continued maintenance and operation of the methods used in the delivery of the historic narrative once the Project transitions to the relevant City department.

Task 3 activities would also include:

- Assisting with identification of potential vendors with the capacity to fabricate elements of the heritage trail.
- Coordinating with the selected vendor and assisting the GCRA and City with monitoring of heritage trail installation.
- Recommending strategies for continued maintenance and operations, to include identification of durable materials and best practices for markers as identified in Task 2.

Task Three Deliverables:

- Reviewing and consulting with the GCRA, and stakeholders on any necessary changes to the historic narrative and/or historic elements.
- Attending regular meetings to stay abreast of the progress.
- Working with the GCRA and its vendors on the signage and decorative elements of the trail to ensure quality production and installation according to specifications. Produce a transition.
- Planning for post completion of this portion of the Heritage Trail project that will include recommendations for the continued maintenance and operations.

Estimated Timeline: One year (December 2024 - November 2025)

Statement of Qualifications, cont.

Proposed Schedule

The Community Planning Collaborative team proposes a roughly two year schedule for the Fifth Avenue/Pleasant Street Heritage Trail project from October 2023-November 2025. Task 1 will be completed from October 2023 to January 2024, with the majority of tasks occurring in October. Task 2 will begin concurrently with Task 1 in December 2023 and continue throughout the 2024 calendar year. Task 3 will commence at the end of 2024 and continue into 2025, with an estimated completion by late fall that year. Timelines may need to be adjusted during the fabrication and installation phase dependent on supply chain and production times.

Proposed Schedule - October 2023 through December 2024

Task	Description	Hours	2023			2024											
			Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1.0	Review and Recommendations - 4 Months	280															
1.1	Review Heritage Trail Mission and Vision Statements	5															
1.2	Review potential story lines, points of view, calls to action	18															
1.3	Review Interpretive Approach	18															
1.4	Review of physical layout and recommendations made to date	18															
1.5	Review Gainesville history/land use/zoning	8															
1.6	Conduct Stakeholder interviews (10 meetings)	88	*	*													
1.7	Field Review	28															
1.8	Review and Recommendations Analysis (includes narrative report)	60															
	Provide detailed proposal and timeline	7															
	Presentation and Meeting	30				*											
2.0	Community Engagement and Project Planning - 12 Months	636															
2.1	Identify community Subject Matter Experts (SMEs)	20															
2.2	Provide Community Engagement Plan	36															
2.3	Community Workshops (2 Total) & Engagement Strategies	72								*					*		
2.4	GCRA Advisory Board & City Commission Meetings (4 Total)	84							*	*				*	*		
2.5	Project Planning & Design Completion																
	Best Practices	28															
	Technical Coordination	48															
	Historic Research	44															
	Narrative Outlines	44															
	Identify and Obtain Historic Photographs & Graphics	20															
	Design Schematics & Renderings	216															
	Cost Estimates	24															
3.0	Project Administration and Recommendations - 12 Months	124															
3.1	Project Review & Consultation	40															
3.2	Attend Regular Meetings (12 Total)	32															
3.3	Fabrication & Installation Coordination	44															
3.4	Post completion transition plan	8															
4.0	Project Management/Miscellaneous	82															
4.1	Quality Control	40															
4.2	Progress Reports	26															
4.3	Records Management	8															
4.4	Project Wrap-Up	8															
	Total Estimated Hours	1122															

* = In Person Event

Statement of Qualifications, cont.

Proposed Schedule - January 2025 through December 2025

Task	Description	Hours	2025											
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1.0	Review and Recommendations - 4 Months	280												
1.1	Review Heritage Trail Mission and Vision Statements	5												
1.2	Review potential story lines, points of view, calls to action	18												
1.3	Review Interpretive Approach	18												
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4.3	Records Management	8												
4.4	Project Wrap-Up	8												
	Total Estimated Hours	1122												

Statement of Qualifications, cont.

2. Project Staff

Ennis Davis, AICP

Ennis is a certified planner who brings over 21 years of experience in the preservation, cultural heritage, architectural design, real estate development and planning fields. Ennis has served as a project manager, consultant and urban planner on numerous projects throughout Florida and the Southeastern United States. He has extensive community engagement and cultural preservation experience through his planning positions, his service on state and local nonprofit boards and through his web platform thejaxsonmag.com, which highlights local Jacksonville history and heritage with a focus on African American history. Ennis has a B.Arch. from Florida A&M University and is a sixth-generation Floridian and Gullah Geechee descendant.

Adrienne Burke, AICP, Esq.

Adrienne is a certified planner and licensed attorney who brings 15 years of experience in local government and nonprofit management, budgeting, and leadership in the areas of land use planning and historic preservation. She has served as a planner and Planning Director for local governments in Florida. Her expertise is in cultural and natural resource policy, as well as land development code and comprehensive plan management. Preservation specialties include cemeteries, African American history, and resilience. Adrienne has a B.A. in History with a focus on Southern African American history during the Civil Rights-era from the University of Virginia, and is a double Gator with a M.S. in Architectural Studies (Historic Preservation) and J.D. from the University of Florida. She serves on the Advisory Council for the UF Department of Urban and Regional Planning.

Carlos Perez, PLA

Carlos is a licensed landscape architect with specialized experience in parks and recreation system planning, urban design, and landscape architecture. He has worked on over 65 parks and recreation plans across the country, including Gainesville. Carlos also works in the realm of active transportation planning and design and has worked on numerous trail and bicycle facilities. He received his undergraduate degree in landscape architecture from the University of Florida, and serves on the UF Advisory Council for the Department of Landscape Architecture. He has a M.S. in Architecture with a specialization in Urban Design and a Master's in City and Regional Planning.

Hayley Harrison, PLA

Hayley is a licensed landscape architect that specializes in the development of design development and construction documents. Hayley seeks to provide designs that recognize the natural landscape and local cultural context. She works collaboratively with clients as partners in creating designs that are realistic in budgetary, maintenance, and aesthetic expectations in order to create great spaces to visit and inhabit with unintrusive and logical maintenance regimes. Hayley received a Bachelor's Degree in landscape architecture from the University of Florida.

Statement of Qualifications, cont.

Carla Jones

Carla is a University of Florida-trained broadcast journalist turned Storytelling Strategist with 20+ years of media and marketing experience. Working with a team of tenured and talented videographers, historians, community engagement specialists and graphic designers, Carla provides visual storytelling with authenticity, cultural accuracy and a call-to-action. She is the current Vice President of Communications for the UF Association of Black Alumni Jacksonville Chapter. Carla is a descendant of Joseph Blodgett, an early Black architect in Jacksonville. Her family's historic legacy has inspired her passion for storytelling that preserves Black neighborhoods.

Aaron Daye

Aaron is an experienced Community and Cultural Engagement Strategist, photographer, and graphic designer. He is joining the team as a local Subject Matter Expert. Aaron was the first Black staff photographer with the Gainesville Sun, kicking off an 18 year multimedia career in Gainesville. He is Principal and Creative Director of Gorillaz Ink in Gainesville, providing graphic design, multimedia, and marketing services. Aaron is the current Vice President of Communications for the University of Florida's National Association of Black Alumni, past President of the University of Florida Black Alumni Chapter Gainesville, and co-founder of Black Films Matter, LLC.



Aaron Daye



Carla Jones

Ennis Davis, AICP

Principal

Mr. Davis brings over 21 years of experience in the preservation, cultural heritage, architectural design, real estate development and planning fields. Mr. Davis has served as a project manager, consultant and urban planner on numerous project throughout the Florida and the Southeastern United States. Mr. Davis is also the author of award-winning books *Reclaiming Jacksonville*, *Images of Modern America: Jacksonville*, and *Cohen Brothers: The Big Store*.

Cosmo Preservation Association - Heritage Interpretative Markers - Cosmo, FL

Consultant: The community of Cosmo is a Gullah Geechee settlement that was established in the mid-1870s by the formerly enslaved. Working with the Cosmo Preservation Association, National Park Service, City of Jacksonville and the Gullah Geechee Cultural Heritage Corridor Commission, this cultural heritage project was Duval County's first public heritage trail honoring Gullah Geechee people - descendants of Central and West Africans who were enslaved in the Carolinas, Georgia and northeastern Florida. Beginning in May 2020 and dedicated in April 2022, tasks for this five physical interpretive marker project included extensive community engagement, working with subject matter experts to develop the marker interpretive approach and story lines, physical marker design types, GIS mapping and analysis, narrative production, historic photograph collection and technical coordination with public agencies and the sign manufacturer for fabrication and installation.

Nassau County - American Beach Cultural Heritage Plan - Amelia Island, FL

Subconsultant: Designated to the National Register of Historic Places on January 28, 2002, American Beach is a historic beach resort developed by and for African Americans in 1935 that emerged as a popular destination for beach vacationers during segregation. The purpose of the American Beach Cultural Heritage Experience Enhancement Initiative was to capture the essence, protect the sense of place, honor the rich cultural heritage of the community, and authentically tell the story of American Beach through the built and natural environment. Beginning in April 2021 and completed in August 2022, services provided included extensive community engagement, resilience, infrastructure, and land use planning through the lens of cultural preservation and placekeeping strategies. The final product was a plan that guides public and private investment, including the development and installation of physical markers at historically significant sites determined by the community, while protecting the sense of place and honoring the rich cultural heritage of American Beach's built and natural environment.

Downtown Investment Authority - LaVilla Cultural Heritage Trail, Jacksonville, FL

Consultant: Founded in 1866, LaVilla is the oldest urban Black community in Florida. The LaVilla Heritage Trail and Gateway project was launched in June 2022 to build community consensus for the development of a neighborhood logo and branding strategy, and cultural heritage trail. Completed project achievements include the design of a community logo and the organization of a committee of subject matter experts comprised of former residents, elders, historians, members of social, fraternal, alumni associations, and historic church congregations associated with the community largely lost to urban renewal to serve as tentacles back into a larger African American population traditionally excluded from traditional municipal and preservation community engagement strategies. On-going efforts include additional community engagement and public agency coordination for a the implementation strategy, historical narrative research, graphic design, bidding documents, fabrication and installation of a LaVilla Cultural Heritage Trail with 28 physical markers. Physical marker fabrication and installation is anticipated to be completed in 2024.

JWB Real Estate Capital - Emerald Trail Interpretive Panels, Jacksonville, FL

Consultant: Beginning with the historic Seminole Club building in July 2020, conducted historic research, produced the written narratives, graphic design and coordinated with the sign fabricator and city staff for the installation of seven interpretive panels for Downtown Jacksonville National Register Historic District sites along the one-mile Hogan Street segment of the proposed Emerald Trail system. The interpretive marker research and design project was completed in November 2022. The fabrication and installation phase is currently underway.



COLLABORATIVE



Education

B. Architecture, Florida A&M University

Years Experience: 22

Registrations and Certifications

American Institute of Certified Planners (AICP): #026224

Professional Affiliations

American Planning Association (APA) Florida - Vice President of Membership and Outreach

Florida Trust for Historic Preservation Board Member

Groundwork Jacksonville Board Member

Just Community Planning Board Member (co-founder)

Next City Vanguard Class (2013 Class)

Moderncities.com (co-founder)

Thejaxsonmag.com (co-founder)

Adrienne Burke, AICP, Esq.

Principal

Ms. Burke is a certified planner and licensed attorney who brings 15 years of experience in local government and nonprofit management, budgeting, and leadership in the areas of land use planning and historic preservation. She has served as a planner and Planning Director for several local governments in Florida. Her expertise is in cultural and natural resource policy, as well as land development code and comprehensive plan management. Preservation specialties include cemeteries, African American history, and resilience.

Nassau County - American Beach Neighborhood Planning - Amelia Island, FL

Staff: Designated to the National Register of Historic Places in 2002, American Beach is a historic beach resort developed by and for African Americans in 1935 that emerged as a popular destination for vacationers during segregation. As part of Nassau County staff, experience includes leadership in facilitating strategic planning to identify strategies to protect and highlight the historic character of the community, as determined by the neighborhood in a community-driven process. Extensive community outreach around planning, zoning and historic preservation options, surveying residents, initiation of a Community Redevelopment Area, and changes to the zoning code were a part of the planning efforts.

Nassau County - African American History State Historic Markers – Nassau County and Miami-Dade County, FL

Staff: As staff in Fernandina Beach and Nassau County, worked with alumni organizations from three historically African American schools, Peck High, Bryant Academy, and Pine Forest Community High School to obtain Florida state historic markers. These efforts involved coordinating the application process with alumni while they drafted the marker text, and drafting the statement of significance for all three schools. As staff in Miami-Dade County, coordinated the application for the Arthur Lee McDuffie state historic marker in coordination with the McDuffie family, in addition to drafting the statement of significance. All marker applications were successful in obtaining approval from the Florida State Historical Marker Council.

Various - Historic Preservation Equity Engagement - Florida and National

Staff: As staff with Miami-Dade County, experience includes leadership around state and national level discussions regarding equity and inclusion in historic preservation. An educational session was organized and created for the Florida Trust for Historic Preservation/Florida Main Street annual conference in 2021 on diversity in Florida historic preservation practice. A similar session was created for the 2022 PastForward conference of the National Trust for Historic Preservation and was shared as part of the virtual PastForward platform. Experience also includes organizing a session for the National Alliance of Preservation Commissions' FORUM 2022 conference on including diversity and equity in local government preservation programs, in conjunction with staff from the City of San Francisco and King County, Washington. As a continuation, the session organizers have initiated a preservation equity roundtable, a bimonthly virtual gathering of interested practitioners from across the country, to discuss how to make local government preservation programs more equitable and meaningfully engaged with the community.

Various – Western Nassau Heritage Preservation Plan - Nassau County, FL

Staff: In response to a Fall 2017 Urban Land Institute report on the impacts of growth on rural Western Nassau County, the Nassau County Planning and Zoning Board (PZB) formed a subcommittee, the Western Nassau Heritage Preservation Committee (WNHPC). Served as the project lead for the strategic planning process which included extensive community outreach and engagement. The Committee and staff then translated community input into the Western Nassau Heritage Preservation Vision Book with goals, objectives, and strategies to be implemented over the planning horizon through 2045.

JWB Real Estate Capital - Emerald Trail Interpretive Panels, Jacksonville, FL

Consultant: Beginning with the historic Seminole Club building in July 2020, conducted historic research, produced the written narratives, graphic design and coordinated with the sign fabricator and city staff for the installation of seven historical panels at sites along the downtown segment of the city's proposed Emerald Trail system. The project was completed in November 2022.



Education

J.D., University of Florida

M.S. Architectural Studies,
University of Florida

B.A., History, University of
Virginia

Years of Experience: 15

Registrations and Certifications

American Institute of Certified
Planners (AICP): #31190

Florida Bar #50602

Professional Affiliations

National Council on Public
History Advocacy Committee
Member

National Alliance of Preservation
Commissions CAMP Trainer

Florida Public Archaeology
Network Board Member

University of Florida Department
of Urban and Regional Planning
Advisory Council Member

American Planning Association
(APA) Florida Chapter - Equity,
Diversity and Inclusion
Committee Member

CARLOS F. PEREZ, PLA

+Landscape Architect
+Planner
+Urban Designer



EDUCATION

Master in City and Regional Planning
Specialization in Transportation
Georgia Institute of Technology, 2015

Master of Science in Architecture with a Concentration in Urban Design
Georgia Institute of Technology, 2015

Bachelor of Science in Landscape Architecture,
University of Florida, 2004

PROFESSIONAL REGISTRATIONS

Landscape Architect, Florida #LA6666902
Landscape Architect, Georgia #LA001824
Landscape Architect, Tennessee #LA1283

AWARDS + RECOGNITIONS

PATH Parkway
#1 Best New Bikeway for 2017, People for Bikes, 2018

PATH 400
Quality of Life/Community Development Award
2018 ASHTO Annual Meeting

PATH 400
Grand Prize Winner- Alternative Mode Transportation Facility
Georgia Partnership for Transportation Quality, 2016
University of Florida College of Design, Construction, and Planning -
Landscape Architecture Advisory Council, Present - 2019; 2018 - 2016
District of Columbia Parks and Recreation Master Plan
Award of Excellence, National Capital Area Chapter of the American Planning
Association, 2014

2014 University of Florida Young Outstanding Alumni - College of Design,
Construction and Planning

Urban Land Institute Center for Leadership Class of 2014

PRESENTATIONS

Integrating Trails into Park Planning Webinar, American Trails and National
Recreation and Parks Association, 2021

How Parks Can Make Communities More Sustainable and Resilient, Security &
Sustainability Forum and Island Press Webinar, 2020

Park Access Learning Series: Equity-based Master Planning Webinar, National
Recreation and Parks Association, 2019

Promoting Equity and Resilience: Best Practices in Urban Parks
Equity, Resilience & The Anacostia River Corridor, Anacostia Waterfront Trust
Conference, Washington, D.C., 2018

Leveraging the Power of Parks | Planning and Designing for a Premier Park
System, Georgia Recreation and Parks Association Conference, Jekyll Island,
GA 2018

PROFESSIONAL HISTORY

Perez Planning + Design, LLC
President + Founder (2014 - Present)

AECOM/Glatting Jackson | Building + Places
Senior Associate | Parks + Open Space System Planning and Design Practice
Co-Leader (2009 - 2014)

Glatting Jackson Kercher Anglin, Inc.
Associate | Landscape Architect (2009-2014)

PROFESSIONAL AFFILIATIONS

City Park Alliance - Board Member
Atlanta BeltLine Partnership - Board Member
Georgia Institute of Technology College of Design - Advisory Board Member
University of Florida College of Design, Construction, and Planning - Advisory
Board Member
Park Pride, Inc. - Past Board Member + Vice-Chair

Carlos Perez is a landscape architect, planner, and urban designer that specializes in the planning and design of the public realm. One of his specialties is active transportation planning and design. His academic training and professional specialization in active-transportation planning and design, parks and open space system planning and design, urban design, and landscape architecture provide for a unique view and keen understanding of the important, multifaceted role that the public realm plays in creating livable communities.

Carlos has worked with over 65 communities throughout the United States on public realm planning and design projects. Most recently for the City of Gainesville, Carlos led the Barth Associates Team in completing the City of Gainesville Parks, Recreation, and Cultural Affairs Needs Assessment Update.

PROFESSIONAL EXPERIENCE

Transit Planning + Urban Design Projects:

Atlanta BeltLine Northwest Trail Design + Engineering
Atlanta, GA | On-going
Role: Landscape Architect

Austell-Powder Springs Trail Scoping Study
Cobb County, GA | On-going
Role: Deputy Project Manager + Landscape Architect

Piedmont Pathway Trail Scoping Study
Cobb County, GA | On-going
Role: Deputy Project Manager + Landscape Architect

Atlanta BeltLine Northeast Trail Design + Engineering
Atlanta, GA | 2023
Role: Landscape Architect

City of Gainesville Parks, Recreation, and Cultural Affairs Needs Assessment Update
Gainesville, FL | 2023
Role: Project Manager + Parks Planner

American Beach Neighborhood Planning and Cultural Heritage Plan
Fernandina Beach, FL | 2022
Role: Landscape Architect

Trolley Trail Design + Engineering
Atlanta, GA | 2022
Role: Project Manager + Landscape Architect

PATH400 Extension Planning + Design
Sandy Springs + Atlanta, GA | 2022
Role: Planner + Landscape Architect

Chattahoochee River Path and Access Master Plan
Sandy Springs, GA | 2021
Role: Deputy Project Manager + Trails Planner

HAYLEY HARRISON, PLA

Landscape Architect



EDUCATION

Bachelor of Science in Landscape Architecture, *University of Florida*, 2005

PROFESSIONAL REGISTRATIONS

Landscape Architect, Florida #LA6666963

PROFESSIONAL HISTORY

Perez Planning + Design, LLC, Senior Landscape Architect, Atlanta GA (2018-present)

Hayley Harrison Landscape Architecture, President, Orlando, FL (2012-present)

AECOM/Glatting Jackson, Landscape Architect, Orlando, FL (2005 - 2013)

PROFESSIONAL AFFILIATIONS

American Society of Landscape Architects

Hayley is a Registered Landscape Architect that specializes in the development of design development and construction documents. Hayley seeks to provide designs that recognize the natural landscape and local cultural context. She works collaboratively with clients as partners in creating designs that are realistic in budgetary, maintenance, and aesthetic expectations in order to great spaces to visit and inhabit with unintrusive and logical maintenance regimes.

PROFESSIONAL EXPERIENCE

Active Transportation + Urban Design Projects:

Atlanta BeltLine Northwest Trail Design + Engineering
Atlanta, GA | On-going
Role: Landscape Architect

Atlanta BeltLine Northeast Trail Design + Engineering
Atlanta, GA | 2022
Role: Landscape Architect

Alton Park Connector
Chattanooga, TN | On-going
Role: Landscape Architect

Trolley Trail Design + Engineering
Atlanta, GA | 2022
Role: Landscape Architect

PATH400 Extension Planning + Design
Sandy Springs + Atlanta, GA | 2022
Role: Planner + Landscape Architect

Chattahoochee River Path and Access Master Plan
Sandy Springs, GA | 2021
Role: Senior Landscape Architect

Chamblee Rail-Trail Phase 3
Chamblee, GA | 2019
Role: Senior Landscape Architect

Centennial Olympic Park Signature Streetscape + Two-Way Cycle Track
Atlanta, GA | 2019
Role: Senior Landscape Architect

Paseo del Rio Streetscape + Miami River Greenway
Miami, FL | On-going
Role: Senior Landscape Architect

Wilton Manors Streetscape Visioning Modelling
Wilton Manors, FL | 2018
Role: Senior Landscape Architect

Carla M. Jones

5011 Birkenhead Road, Jax, FL 32210

904.402.4206

Carla@CarlaMechele.com

COMMUNICATIONS WORK EXPERIENCE

Carla Mechele Media, LLC, CEO, Content Creator

2015 – Present

- Provide Reporting, Producing, Publicity and Social Media services to clients
- Expertise in Strategic Communications, Media Relations, Public Relations, Press Releases, Scriptwriting, Editing, Account Service, Marketing and Storytelling
- Awarded 2016 Rising Star Award by City of Jacksonville Film and Television

ABC News, Freelance Field Producer

2012 – 2016

- Gather information, fact-checking, sourcing, direct shoots, and conduct interviews for national breaking news stories in the Northeast Florida area
- Conducted interviews that aired on World News Now and Good Morning America

Hester Group, Account Executive - Strategic Communications

2011 – 2015

- Developed and executed strategic marketing campaigns for commercial clients in Northeast Florida and federal clients in Metro DC
- Wrote and edited persuasive federal proposals weekly
- Clients included AARP, Corner Bakery Cafe, Minority Business Development Agency, Jacksonville Public Education Fund, Jacksonville Electric Authority, and others

First Coast News, Assignment Desk Editor

2007 – 2009

- Fielded calls, Monitored police scanners, fact-checked, & sent reporters to breaking news
- Researched, developed, & pitched original news stories daily
- Assisted reporters in the field, and blogged for special assignments, including major criminal cases, and the campaign rallies of President Barack Obama
- Wrote script and pulled video for newscasts
- Wrote & posted content to firstcoastnews.com daily within tight deadlines

ACADEMIC & PROFESSIONAL DEVELOPMENT

Bachelor of Science - Telecommunications - Broadcast Journalism

Minor: Political Science

University of Florida, Class of 2007

Courses and Development:

Jax Chamber - Jacksonville Women's Business Center, Aspiring to Success

OST Global Solutions, Inc - Writing Persuasive Federal Proposals

200hr Registered Yoga Teacher

Aaron E. Daye

Professional Photographer ♦ Digital Media Specialist ♦ Community & Cultural Engagement Strategist

Portfolio & Contact Info: linktr.ee/aarondaye

WORK EXPERIENCE:

Chief Photographer / Multimedia Specialist, University of Florida Advancement

Gainesville, FL

July 2016 – June 2023

- Develop multimedia projects for visual storytelling, including photography and videography, from conception to completion through the capture, production, and dissemination of high-quality multimedia materials.
- Work collaboratively in an agile environment with the communications team to shoot edit and produce multimedia content that assist and encourage philanthropic support for the University of Florida.
- Produce and edit multimedia content for the 17 colleges at UF and UF Alumni Association & Affiliate groups that support interests of the university through student recruitment and alumni engagement.
- Proactively conceptualize projects to completion through brainstorming and storyboard development.
- Work with multi-million-dollar donors through UF Foundation and University projects.
- Production of projects via lighting and equipment set-up.
- Work with cross-functional teams to develop, edit, and produce social media content and the University magazine.
- Ensure projects are completed within budget.
- Familiar with Adobe Creative Suite, Final Cut Pro, Microsoft Office, Libris, PhotoShelter, Photo Mechanic, and Social Media analytics.

Multimedia Specialist, Santa Fe College

Gainesville, FL

October 2011 – July 2016

- Chief photographer and multimedia specialist responsible for developing creative multimedia using photography, videography, and graphic design for departments across 7 campuses to assist in strengthening the college brand reputation.
- Serve as liaison between athletics and creative services team to successfully execute the SF Athletics rebrand by providing creative ideas, concepts, photography, graphic design, print and digital marketing materials, and social media development.
- Lead a creative team in developing and executed the redesign of the Caesar the Saint mascot in alignment with the Santa Fe Saints Athletics identity rebrand.

Faculty/Photo Editor, The New York Times Journalism Institute

New Orleans, LA

May 2007

- Directed 3 student photographers and 1 student videographer on daily newsroom operations, techniques, and field assignments.
- Managed and coordinated projects and journalism assignments including sports, news, and photography features, while assisting and instructing students to apply techniques and editing elements to produce a 28-page newspaper.

Staff Photographer, The Gainesville Sun

Gainesville, FL

September 2005 – March 2011

- Developed sources and covered local news with integrity, accuracy, and credibility on deadline.
- Implemented an array of multimedia tools such as Adobe Photoshop, Audacity, photography, and video cameras to convey daily local news as it developed.
- Combined my knowledge of visual arts, photography, and ethical journalism to guide the development of The Gainesville Guardian, a weekly newspaper that represented minority owned businesses and residents in East Gainesville, Florida.

PROFESSIONAL EXPERIENCE:

Vice President of Communications, University of Florida National Association of Black Alumni

Gainesville, FL

July 2022 – Present

- Collaborate and support the executive leadership of UF National Alumni Association, UF Admissions, Gator Clubs and affiliate groups to create and develop innovative, strategic, and integrated communications to solicit and steward alumni donors.
- Engage alumni and students informing them of key programs and annual events such as *Destination ABA* and *Student Recruitment Conference*.
- Develop marketing automation platforms and strategic email marketing using analytics to reach alumni and students through multiple social media platforms.
- Creation of graphic designs to engage alumni for support of various events and programming.

Director of Marketing and Social Media, North Carolina Central University, Florida Alumni Association **Miami, FL**
October 2021 – Present

- Oversight of marketing and social media communications engaging alumni within the state of Florida under the NCCU National Alumni Association guidelines.
- Responsible for managing external communications including public and media relations, social media, website maintenance, newsletter, blog, graphic design, and overall creative direction for the chapter.
- Collaborate with the board to strategically plan programs and events to engage and recruit alumni statewide.
- Proactively develop and implement communications based on social media analytics to promote NCCU events such as alumni programs, sports, homecoming, and student recruitment.

Co-Founder, Black Films Matter, LLC **Jacksonville, FL**
November 2020 – Present

- Developed and implemented 20+ events such as private film screenings, drive-ins, and visual albums for up to 200 attendees.
- Cultivate strategic development and leverage partnerships with key media influencers, business owners, artists, reporters, journalists, and producers to ensure Black Films Matter has a prominent voice in the film and events industry.
- Demonstrated leadership skills in communications and digital platforms, as well as strategic value proposition development and creative execution.
- Secure sponsorship via various businesses, organizations, and community affiliations.
- Provide experiences to the community through themed private screenings that introduce historical and present black cinema.
- Engage the community and promote events through hosting family community and professional networking events, as well as panel discussions that celebrate and dissect featured films.

President, University of Florida Association of Black Alumni (Gainesville Chapter) **Gainesville, FL**
July 2019 – 2022

- Leadership of Alumni engagement through strategic planning, development and implementation of programs and events.
- Formed community partnerships to support alumni programming and bring awareness to the university, as well as increase new alumni participation.
- Cultivated alumni relationships through monthly newsletter communications, emails, text messaging, and social media while reviewing analytics.
- Recruited and managed alumni and student volunteers of the Black Student Associate (BSA), for participation of programs such as *Destination ABA* to recruit prospective students to UF; and Black Alumni Reunion (BAR) for participation of alumni and engagement during UF homecoming.
- Worked to secure sponsor and alumni donations during annual fundraising event: *Stand Up and Holler: Gator Nation Giving Day*, to support alumni programming and provide student scholarships.
- Foster positive relationships with several campus and community organizations to engage with students, alumni, and the local community during UF Homecoming weekend.
- Management and maintenance of alumni and donors' database.
- Formed a strong partnership with the Callaway brand to host Top Golf in Ben Hill Griffin Stadium increasing fundraising and alumni engagement efforts by 30%.

President, Santa Fe College Alumni and Friends **Gainesville, FL**
January 2016 – 2019

- Setting priorities, creating agendas, and presiding over monthly meetings of the Board and Executive Committee.
- Served as Board Member and ambassador of the organization advocating the mission to internal and external stakeholders.
- Work with Office of Advancement and the Communications & Creative Services staff to create and execute a comprehensive approach to engage current students and alumni through campus and community partnerships.
- Consult with campus departments to organize and manage all alumni event logistics, graphic design, social media integrations and volunteers increasing the organizations alumni, campus, and community engagement by 30%.

Principal and Creative Director, Gorillaz Ink **Gainesville, FL**
October 2007 – Present

- Developed 500+ graphic designs, multimedia, and marketing projects (book covers, client and event marketing materials) for clients for media use such as: photography, videography, print and digital promotion and marketing material.

- Create innovative ideas and approaches to translate brand strategy into brand design and marketing communications intended to drive short and long-term growth of client brand identity.
- Promoted events and activities using social media platforms and analytics.

PUBLISHED WORKS:

- Ten Toes Down Vol. 2: Defining Moments (*Author*)
- The New York Times
- The Herald Sun Newspaper
- Gainesville Sun and Gainesville Guardian Newspaper
- Sports Illustrated
- Ebony Magazine
- Gainesville Magazine
- University of Florida Gator Alumni Magazine
- HOME Magazine
- Woman's Day Magazine
- The Undersea Journal
- Tioga Times Magazine
- Guide to Greater Gainesville
- USAToday.com

ACHIEVEMENTS:

- Photography Do's & Don'ts Guide to Taking Better Portraits at UF (2-part series), 2023
- University of Florida Advancement Top Ten Talks Presenter, 2022
- Gainesville Community Influencer Awards, 2021
- Founding Board Member of 100 Black Men of Greater Florida GNV, 2020
- UF Associate of Black Faculty & Staff, Social Chair, 2020
- University of Florida Alumni Association Inaugural Affiliate Group Regional Director's Award, 2019-2020
- Gainesville Black Professionals Synergy Community Awards – Trailblazer Award Nominee, 2019
- First Black Staff Photographer of the Gainesville Sun (2005), Santa Fe College (2013) and the University of Florida (2016)

AWARDS:

National Council for Marketing & Public Relations Conference District 2 – Medallion Awards, 2015

Original Photography:

- Saints Baseball vs South Georgia (Silver Medal)
- Elements of Style - Dance Theatre (Silver Medal)

Social Media Design:

- Santa Fe College Twine Social (Gold Medal)

Print Design:

- Santa Fe College Tower Folder (Silver Medal)

National Council for Marketing & Public Relations Conference – Paragon Awards, 2014

- Sports Brochure (Gold Medal)
- SF Viewbook – Digital (Silver Medal)

National Council for Marketing & Public Relations Conference District 2 – Medallion Awards, 2014

Original Photography:

- Grad Selfie (Gold Medal)
- Dalek on Campus (Gold Medal)
- Elements of Style (Gold Medal)
- Learning on the Lawn (Silver Medal)

Redesign Lead Photography:

- Brochure Series – Career & Technical Education Booklets - 3 Covers (Gold Medal)
- Sports Brochure - Saints Playbook (Silver Medal)
- Viewbook - SF Viewbook (Silver Medal)

Advertising:

- Specialty Advertising - Athletics Glass Awards (Gold Medal)
- Print Advertising - Google Glass (Silver Medal)

Social Media Messaging/Campaigns:

- #SFGrad14 (Gold Medal)

Wild Card/Miscellaneous Designs:

- Saints Athletics VIP Card (Silver Medal)

Association of Florida Colleges/Communications & Marketing Commission Awards, 2013

- Best Photography in a Published Piece (1st & 2nd Place)
- Social Media Campaign: “10K Likes Giveaway” (1st Place)
- Video/Electronic Promotion: “10K Likes” (1st Place)
- Redesign: SF Partnership/Magazine – Lead Photography (1st & 2nd Place)

EDUCATION:

- North Carolina Central University, Bachelor of Arts 2005, Cum Laude

Statement of Qualifications, cont.

3. Qualifications of Firm

Community Planning Collaborative LLC

Helping Communities and Culture Flourish

Community Planning Collaborative's (CPC) purpose is to elevate the voices and culture of those traditionally excluded from urban planning, land use and zoning. We inspire community-led, history-based planning solutions so that equitable outcomes are possible. We know telling the inclusive history of our communities is a critical component of all planning efforts.

CPC works to highlight and promote community history and heritage, elevate community members' knowledge in land use and urban planning projects, and strategize and plan for a community's future. CPC blends practical planning and land use strategies with a commitment to working with people.



We believe in community-first, fair planning as a means to find healing and hope. We believe in prioritizing people's well-being and we approach projects with compassion. We believe that highlighting history and culture gives people an opportunity to see themselves as part of the future through the lens of the past.

CPC principals Ennis Davis and Adrienne Burke have extensive experience with cultural heritage projects, trails, and interpretive markers in African American communities. Similar projects as outlined in the Related Experience section below includes the American Beach Neighborhood Planning and Cultural Heritage Plan, Cosmo Gullah Geechee Interpretative Markers, LaVilla Neighborhood Cultural Heritage Trail, Johnson Commons Historic Marker Trail, and Florida state historic marker applications. Davis and Burke also have years of experience engaged in community outreach and/or historic research in African American neighborhoods in Florida, including Nassau County, Jacksonville, St. Petersburg, Eatonville, Ft. Pierce, Miami-Dade County, Opa-locka, Panama City and Quincy.

The CPC team is passionate about people, history, and planning as combined forces to shape the future. CPC team members are certified through the American Institute of Certified Planners and Adrienne Burke is licensed through the Florida Bar.

Statement of Qualifications, cont.

Perez Planning + Design

Perez Planning + Design, LLC (PP+D) is a research-based planning and design firm that lives at the intersection of people, space, and the built and natural environment. We focus on working with our clients to thoughtfully and strategically integrate these key elements to plan, design, and implement a public realm that is viable, responsive, dynamic, and resilient. Stated simply, we work collaboratively with our clients in [Re+Defining the Public Realm](#).

PP+D believes that through our collaborative, research-based planning and design process, public realm planning and design projects can help not only improve the built and natural environment but also address some of the complex social, economic, and environmental issues that community face, such as crime/community safety, low-educational attainment, food deserts, poverty, flooding, affordable housing, environmental contamination, etc.

PP+D was founded by licensed landscape architect Carlos F. Perez in 2014 in order to provide clients with client-focused, responsive, and thoughtful public realm planning and design consulting services. PP+D focuses on providing Parks and Recreation System Planning + Design, Active Transportation Planning + Design, Urban Design + Landscape Architecture consulting services. Two licensed landscape architects will be a part of the PPD team for this project.

Carla Mechele Media

Carla Mechele Media, LLC is a Minority Woman-Owned Small Business that provides Storytelling with Strategy to its clients. Established by visionary CEO Carla M. Jones in 2015, the agency captures your story and markets it to your target audience. A trained Broadcast Journalist turned Strategic Communications Professional, Jones leads Carla Mechele Media with 20+ years of media and marketing experience. Working with a team of tenured and talented videographers and graphic designers, Carla Mechele Media creates broadcast-quality content with a call-to-action.

Aaron Daye

Aaron Daye is a Community and Cultural Engagement Strategist, Photographer and Graphic Designer based in Gainesville, Florida. Daye was the first Black Staff Photographer of the Gainesville Sun in 2005, kicking off his 18-year multimedia career in the Gainesville area. Daye demonstrates past performance providing Historic Consulting Services for the Fifth Avenue/Pleasant Street Historic neighborhood. He served on the planning committee for the Fifth Avenue Arts Festival in 2019. Daye is a trusted and credible neighborhood liaison, as noted by his numerous honors, namely a Gainesville Community Influencer Award presented in 2021.

Statement of Qualifications, cont.

Related Experience

American Beach Neighborhood Planning and Cultural Heritage Plan (2018 - 2023)

Fernandina Beach, Florida

Designated to the National Register of Historic Places on January 28, 2002, American Beach is a historic beach resort developed by and for African Americans in 1935 that emerged as a popular destination for beach vacationers during segregation. Community Planning Collaborative's American Beach experience includes facilitating strategic planning in order to identify strategies to protect and highlight the historic character of the community, as determined by the neighborhood in a community-driven process. Extensive community engagement around planning, zoning and historic preservation options, surveying residents, initiation of a Community Redevelopment Area, and changes to the zoning code were a part of the planning efforts. Experience also includes successfully submitting and receiving a National Park Service Civil Rights grant for a historic structures report for the Evans' Rendezvous restaurant and nightclub.

In addition, the Community Planning Collaborative team was part of a multidisciplinary group including Perez Planning + Design that produced the American Beach Cultural Heritage Experience Enhancement Initiative master plan. Beginning in 2018 and completed in 2022, services provided included extensive community engagement, resilience, infrastructure, and land use planning through the lens of cultural preservation and placekeeping strategies. The final product was a plan that guides public and private investment, including the development and installation of physical markers at historically significant sites determined by the community, while protecting the sense of place and honoring the rich cultural heritage of American Beach's built and natural environment.

Cosmo Gullah Geechee Interpretative Markers - (March 2020 - Dedicated March 2022)

Cosmo, Florida

The community of Cosmo is a Gullah Geechee settlement that took shape following the Civil War when families of former enslaved made a life for themselves by establishing a community around hunting, farming, mullet fishing, crabbing, shrimping and harvesting oysters along the St. Johns River. Working with the Cosmo Preservation Association, National Park Service, City of Jacksonville and the Gullah Geechee Cultural Heritage Corridor Commission, this cultural heritage project is Duval County's first public heritage trail honoring Gullah Geechee people - descendants of Central and West Africans who were enslaved in the Carolinas, Georgia and northeastern Florida.

Beginning in May 2020, this cultural heritage project included extensive community engagement with Cosmo community elders, residents and descendants to guide the development of five cultural heritage markers honoring Cosmo leaders, community history, Gullah Geechee culture and specific historic sites in the rural community endangered by modern suburban development. Dedicated at Freedom Park in April 2022, tasks to create physical markers included working with subject matter experts to develop the marker interpretive approach and story lines, physical marker design types, GIS mapping and analysis, narrative production, historic photograph collection and technical coordination with public agencies and the sign manufacturer for fabrication and installation.

Statement of Qualifications, cont.

LaVilla Neighborhood Cultural Heritage Trail (June 2022 - Winter 2024)

Jacksonville, Florida

Founded in 1866, LaVilla is the oldest urban Black community in Florida and a key contributor to the country's early ragtime, blues and jazz music genres. Negatively impacted by redlining, urban renewal and facing development pressure, the LaVilla Heritage Trail and Gateway project was launched in June 2022 to build consensus between the Downtown Investment Authority and the historically excluded community for the development of a neighborhood logo and branding strategy, cultural heritage trail and gateways paying homage to LaVilla's historical significance.

Completed project achievements included the organization of a committee of subject matter experts comprised of former residents, elders, historians, members of social, fraternal, alumni associations, and historic church congregations associated with the community largely lost to urban renewal to serve as tentacles back into a larger African American population traditionally excluded from traditional municipal and preservation community engagement strategies.

Following six months of extensive community engagement, community consensus was established, resulting in a neighborhood logo by a local graphic artist and paid Subject Matter Expert, and identification of locations for neighborhood gateway murals, a cultural heritage trail featuring 28 physical markers and associated potential story lines.

On-going efforts include additional community engagement and coordination in conjunction with Carla Mechele Media with public agencies for a LaVilla Cultural Heritage Trail implementation strategy that will include video, public art and banners, developing the trail's physical markers, historical narrative work and technical coordination for bidding, fabrication and installation. Physical marker fabrication and installation is anticipated to be completed in 2024.

Johnson Commons Historic Marker Trail (January 2023 - Present)

Jacksonville, Florida

Located in the historic African American neighborhood of LaVilla in Downtown Jacksonville, Johnson Commons is a 91-unit townhome community designed to honor the neighborhood's history and architecture. Cultural heritage consulting services provided since May 2019 include master site planning services focused on the development of a modern three block infill project designed and scaled to respect the community's built environment and historic context.

With the project currently under construction, on-going consulting services involve the creation of 20 heritage markers intended to highlight the story of buildings, individuals and social movements associated with properties that were razed during the 20th century as a part of various urban renewal strategies. Services provided with the Johnson Commons heritage marker project since January 2023 include trail strategy planning, historic research, data collection and analysis, community engagement, graphic design and coordination with the City of Jacksonville's Parks & Recreation Department, the Downtown Investment Authority and Groundwork Jacksonville.

Statement of Qualifications, cont.

In coordination with local subject matter experts and overlapping cultural heritage trail projects (e.g. Lift Ev'ry Voice and Sing Park, Emerald Trail and LaVilla Heritage Trail), the interpretive approach and marker storylines for Johnson Commons focus on diverse communities directly linked to the three blocks of the development site, including 19th century Greek, Syrian, African American enclaves and a red light district lost to early 20th century urban renewal.

Florida Main Street Chitlin' Circuit Project (January 2021 - June 2023)

Various Communities in Florida

The Florida Main Street Chitlin' Circuit Historic Research and Documentation project was initiated by the Florida Main Street Program and the Florida Community Corporation to conduct and provide a comprehensive review of Chitlin' Circuit-related venues in designated Florida Main Street programs. Community Planning Collaborative principals were contracted to complete the project. The first phase involved historic research to identify locations of potential Chitlin' Circuit venues in Eatonville, St. Petersburg, Ft. Pierce, Panama City, and Jacksonville. The second phase conducted additional research into some of the identified locations that still have existing buildings in the communities and provided an overview of the Chitlin' Circuit in Florida.

Phase II research further included an overview of the Chitlin' Circuit, the Chitlin' Circuit in Florida, and a closer look at four communities. Each community review includes a brief background of African American history in the community, research on the identified neighborhood, and information on some of the existing Chitlin' Circuit venues that remain as well as historic imagery and photos.

Phase I included a technical memorandum. Phase II included a narrative report, creation of a brochure highlighting information identified in the report, four articles on Chitlin' Circuit venues, and content for a Chitlin' Circuit website. Future plans include utilizing the historic research to serve as a foundation for a Chitlin' Circuit Heritage Trail.

City of Gainesville Parks, Recreation, and Cultural Affairs Needs Assessment Update (July 2022 - June 2023)

Gainesville, FL

Perez Planning + Design (PP+D) served as the Project Managers and Parks Planners on behalf of the Barth Associates Team for completing the City of Gainesville Parks, Recreation, and Cultural Affairs Needs Assessment Update in 2023. Unique to this planning effort was the focus on equity.

The project was divided into two phases: 1) Kick-Off and Context Analysis, and 2) Needs Assessment. Kick-Off and Context Analysis included a review of previously completed plans and demographic analysis. A strong focus was placed on the review of the City's recently updated Comprehensive Master Plan-Imagine GNV, which recommended a variety of strategies to enhance racial, economic, gender, and age equity in the City.

The Needs Assessment Phase used PP+D's proven triangulated approach to assessing and prioritizing needs that consider anecdotal, qualitative, and quantitative techniques. The findings from the Needs Assessment identified a variety of needs and priorities Citywide and per Commission Districts for the City to consider moving forward.

Statement of Qualifications, cont.

Project Responsibility and Present and Projected Workloads

Adrienne Burke and Ennis Davis with Community Planning Collaborative will serve as the Project Managers. Individual team members will handle specific tasks as outlined below.

Community Planning Collaborative - Project Management, General Planning, History, and Trail Implementation Strategy

- Project Management - coordination of the team members and various components of the project including trail implementation strategy.
- General planning - coordination with related City departments and associated agencies, project guidance and connection with other City planning efforts and City codes.
- History - assist with historic research, drafting narrative text, and sourcing of historic imagery.
- Trail Implementation Strategy - coordination of overall trail implementation strategy as envisioned and outlined with community stakeholders.

Perez Planning and Design - Technical Coordination, Design and Landscape Architecture, and Trail Layout

- Technical Coordination - coordination with various related departments and agencies regarding trail locations, operations and maintenance, and overall implementation.
- Design and landscape architecture - lead creation of proposed trail signage and trail markers utilizing narratives and imagery developed in coordination with stakeholders.
- Trail layout - creation of mapping and associated deliverables that illustrate trail locations and design.

Carla Mechele Media - Community Engagement and Trail Implementation Strategy

- Community Engagement - lead community engagement efforts with stakeholders to include development of engagement plan, presentations, and associated engagement materials and events.
- Trail Implementation Strategy - assist with coordination of overall trail implementation strategy as envisioned and outlined with community stakeholders.

Aaron Daye - Community Engagement, Trail Implementation Strategy, Graphic Design and Local Subject Matter Expert

- Community Engagement - assist with community engagement efforts with stakeholders to include development of engagement plan, presentations, and associated engagement materials and events.
- Trail Implementation Strategy - assist with coordination of overall trail implementation strategy as envisioned and outlined with community stakeholders.
- Design - assist with creation of proposed trail signage and trail markers utilizing narratives and imagery developed in coordination with stakeholders.
- Local Subject Matter Expert - serve as local SME coordinating local events, outreach, and assistance in identifying additional local SME.

Statement of Qualifications, cont.

Team Member Availability

Project team members have availability to assist throughout the project timeframe, with expanded availability as the project progresses. With six team members and the potential to add additional local Subject Matter Experts (SME), the Community Planning Collaborative team is confident in the ability to dedicate ample time to the project. See team member availability by fiscal year as outlined below:

FY 23-24

Consultant	10/23	11/23	12/23	1/24	2/24	3/24	4/24	5/24	6/24	7/24	8/24	9/24
Ennis Davis %	25	25	25	25	25	25	25	25	25	25	25	25
Adrienne Burke %	25	25	25	25	25	25	25	25	25	25	25	25
Carlos Perez %	25	25	25	25	25	25	25	25	25	25	25	25
Hayley Harrison %	25	25	25	25	25	25	25	25	25	25	25	25
Carla Jones %	25	25	25	25	25	25	25	25	25	25	25	25
Aaron Daye %	25	25	25	25	25	25	25	25	25	25	25	25

FY 24-25

Consultant	10/24	11/24	12/24	1/25	2/25	3/25	4/25	5/25	6/25	7/25	8/25	9/25
Ennis Davis %	50	50	50	50	50	50	50	50	50	50	50	50
Adrienne Burke %	50	50	50	50	50	50	50	50	50	50	50	50
Carlos Perez %	50	50	50	50	50	50	50	50	50	50	50	50
Hayley Harrison %	50	50	50	50	50	50	50	50	50	50	50	50
Carla Jones %	50	50	50	50	50	50	50	50	50	50	50	50
Aaron Daye %	50	50	50	50	50	50	50	50	50	50	50	50

FY 25-26

Consultant	10/25	11/25	12/25	1/26	2/26	3/26	4/26	5/26	6/26	7/26	8/26	9/26
Ennis Davis %	100	100	-	-	-	-	-	-	-	-	-	-
Adrienne Burke %	100	100	-	-	-	-	-	-	-	-	-	-
Carlos Perez %	100	100	-	-	-	-	-	-	-	-	-	-
Hayley Harrison %	100	100	-	-	-	-	-	-	-	-	-	-
Carla Jones %	100	100	-	-	-	-	-	-	-	-	-	-
Aaron Daye %	100	100	-	-	-	-	-	-	-	-	-	-



COMMUNITY PLANNING
COLLABORATIVE

Cosmo Gullah Geechee
Interpretive Markers

Required Forms

REQUIRED FORM A - RESPONDENT VERIFICATION FORM

1. LOCAL PREFERENCE (Check one)

Local Preference requested: ☐ YES ☒ NO

A copy of your *Business Tax Receipt* must be included in your submission if you are requesting Local Preference:

2. QUALIFIED SMALL BUSINESS AND/OR SERVICE DISABLED VETERAN BUSINESS STATUS

- a. Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Small Business? ☐ YES ☒ NO
- b. Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Service-Disabled Veteran Business? ☐ YES ☒ NO

3. REGISTERED TO DO BUSINESS IN THE STATE OF FLORIDA

Is Respondent registered with Florida Department of State's, Division of Corporations, to do business in the State of Florida?

☒ YES ☐ NO (refer to Part 1, 1.6, last paragraph)

If the answer is "YES", provide a copy of SunBiz registration or SunBiz Document Number (# L22000407511)

If the answer is "NO", please state reason why: _____

4. DIVERSITY AND INCLUSION (Applies to solicitations above \$50,000)

Does your company have a policy on diversity and inclusion? ☒ YES ☐ NO

If yes, please attach a copy of the policy to your submittal.

Note: Possessing a diversity and inclusion policy will have no effect on the City's consideration of your submittal, but is simply being requested for information gathering purposes.

Community Planning Collaborative LLC

Respondent's Company Name

Ennis Davis

/ June 15, 2023

Signature of Authorized Representative

Date

Ennis Davis, Principal

Legibly Print or Type Name and Title of Authorized Representative

REQUIRED FORM B - DRUG-FREE WORKPLACE

The undersigned respondent in accordance with Florida Statute 287.087 hereby certifies that

Community Planning Collaborative LLC does:

Name of Respondent

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for the drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



Respondent's Signature

June 15, 2023

Date

REQUIRED FORM C – REFERENCES

Name of Respondent: Community Planning Collaborative LLC

Provide information for three (3) references of similar scope performed within the past three (3) years. You may include photos or other pertinent information.

#1 Year(s) services provided (i.e. 1/2015 to 12/2018): American Beach Cultural Heritage Plan (2018-2022)

Company Name: American Beach Community and Nassau County Board of County Commissioners

Address: 96161 Nassau Place

City, State Zip: Yulee, FL 32097

Contact Name: Taco Pope, County Manager

Phone Number: 904-530-6010 Fax Number: N/A

Email Address: tpope@nassaucountyfl.com

#2 Year(s) services provided (i.e. 1/2015 to 12/2018): Cosmo Freedom Park Trail (2020-2022)

Company Name: Cosmo Community and National Park Service

Address: Timucuan Ecological and Historic Preserve | 13165 Mount Pleasant Road

City, State Zip: Jacksonville, FL 32225

Contact Name: Ted Johnson, Community Engagement Specialist, National Park Service

Phone Number: 904-221-7567 x123 Fax Number: N/A

Email Address: Theodore_Johnson@nps.gov

#3 Year(s) services provided (i.e. 1/2015 to 12/2018): LaVilla Neighborhood Cultural Heritage Trail (2022-2024)

Company Name: LaVilla Community and City of Jacksonville Downtown Investment Authority

Address: 117 W. Duval Street, Suite 310

City, State Zip: Jacksonville, FL 32202

Contact Name: Ina Mezini, Strategic Initiatives Coordinator, Downtown Investment Authority

Phone Number: 904-255-5693 Fax Number: N/A

Email Address: RMezini@coj.net

REQUIRED FORM D – PRICING PAGE

Price is not an evaluative factor in this solicitation. The Pricing Page will not be submitted to the evaluation team for review, but may be used during the negotiation of an awarded contract.

1. Provide a Total Cost of Project Lump Sum Amount
2. Provide backup to support the Lump Sum Amount, including:
 - a. Estimated hours to complete the project
 - b. Hourly rates of each Project Team Member
 - c. List all additional costs contemplated in the completion of the project

Pricing Page should be signed by a officer of the company who is authorized to commit the company to the pricing presented and/or negotiate pricing based on the initial price presented.



Authorized Signature

Title: Principal

Name of Company: Community Planning Collaborative LLC

Date: June 15, 2023

Price Proposal

Please see the following not-to-exceed cost breakdown and fee schedule for completion of the project over a 26-month schedule. This includes hourly rates for all team members including subconsultants, estimated total travel and material expenses, and any other reimbursable costs as separate line items.

The estimated proposed fee for completion of the project is \$148,380.00 This number includes stipends that will be provided to Subject Matter Experts through Community Planning Collaborative. Reimbursable total expenses, beyond the project cost, are projected to be \$3,000.00. No additional service fee options are proposed.

As part of estimating a proposed fee, the CPC team researched costs associated with other comparable African American Heritage Trail projects in other communities.

Fifth Avenue/Pleasant Street Historic Heritage Trail - Cost Proposal and Fee Schedule

TASK	DESCRIPTION	Ennis Davis, ACP (Project Manager)	Adrienne Burke, ACP, Esq. (Project Historian)	Carlos Perez, PLA (Landscape Architect)	Haley Harrison, PLA (Community Engagement)	Carla Jones (Community Engagement)	Aaron Daye (Community Engagement)	Community Engagement	TOTAL HOURS	TOTAL COSTS
	Team Member Hourly Rate	\$150	\$150	\$135	\$150	\$100	\$100			
1.0	Research and Recommendations - 4 Months	53	53	26	16	67	63	280		
1.1	Review Heritage Trail Mission and Vision Statements	1	1	1	0	1	1	5		
1.2	Review potential story lines, points of view, calls to action	4	4	4	4	1	1	18		
1.3	Review interpretive approach	4	4	4	4	1	1	18		
1.4	Review of physical layout and recommendations made to date	4	4	4	4	1	1	18		
1.5	Review Gainesville history/land use/zoning	4	4	0	0	0	0	8		
1.6	Conduct Stakeholder Interviews (10 meetings)	4	4	0	0	40	40	88		
1.7	Field Review	8	8	0	0	8	4	28		
1.8	Review and Recommendations Analysis (includes narrative report)	16	16	4	4	10	10	60		
	Provide detailed proposal and timeline	2	2	1	0	1	1	7		
	Presentation and Meeting	6	6	10	0	4	4	30		
	Task 1.0 Staff Hour Estimates	\$7,950.00	\$7,950.00	\$3,780.00	\$2,400.00	\$6,700.00	\$6,200.00	280		\$35,080.00
2.0	Community Engagement and Project Planning - 12 Months	116	112	128	116	82	82	636		
2.1	Identify community Subject Matter Experts (SMEs)	2	2	0	0	12	4	20		
2.2	Provide Community Engagement Plan	12	12	2	2	6	2	36		
2.3	Community Workshops (2 Total) & Engagement Strategies	12	12	8	0	24	16	72		
2.4	GCRA Advisory Board & City Commission Meetings (4 Total)	24	24	4	0	16	16	84		
2.5	Project Planning & Design Completion									
	Best Practices	2	2	4	4	16	0	28		
	Technical Coordination	4	4	20	20	4	0	48		
	Historic Research	20	20	0	0	4	0	44		
	Narrative Outlines	20	20	0	0	4	0	44		
	Identify and Obtain Historic Photographs & Graphics	8	8	0	0	0	0	20		
	Design Schematics & Renderings	8	8	80	80	0	40	216		
	Cost Estimates	4	0	10	10	0	0	24		
	Task 2.0 Staff Hour Estimates	\$17,400.00	\$16,800.00	\$17,280.00	\$17,400.00	\$8,200.00	\$8,200.00	636		\$85,280.00
3.0	Project Administration and Recommendations - 12 Months	26	30	32	12	12	12	124		
3.1	Project Review & Consultation	12	12	0	0	8	8	40		
3.2	Attend Regular Meetings (12 Total)	8	8	8	0	4	4	32		
3.3	Fabrication & Installation Coordination	4	4	24	12	0	0	44		
3.4	Post completion transition plan	2	6	0	0	0	0	8		
	Task 3.0 Staff Hour Estimates	\$3,900.00	\$4,500.00	\$4,320.00	\$1,800.00	\$1,200.00	\$1,200.00	124		\$15,720.00
4.0	Project Management /Miscellaneous	40	42	0	0	0	0	82		
4.1	Quality Control	40	0	0	0	0	0	40		
4.2	Progress Reports	0	26	0	0	0	0	26		
4.3	Records Management	0	8	0	0	0	0	8		
4.4	Project Wrap Up	0	8	0	0	0	0	8		
	Task 4.0 Staff Hour Estimates	\$6,000.00	\$6,300.00	\$0.00	\$0.00	\$0.00	\$0.00	40		\$12,300.00
	TOTAL HOURS	235	237	188	144	161	157	1122		
	TOTAL STAFF ESTIMATE	\$35,250.00	\$35,550.00	\$25,380.00	\$21,600.00	\$16,100.00	\$15,700.00			\$148,380.00
	Subject Matter Experts (CPC will provide stipend to SMEs)									\$5,000.00
	Reimbursable Expenses - Travel & Materials (\$51,000 per Year)									\$5,000.00

Respondent's W-9

<p>Form W-9 (Rev. October 2018) Department of the Treasury Internal Revenue Service</p>	<p>Request for Taxpayer Identification Number and Certification</p> <p>► Go to www.irs.gov/FormW9 for instructions and the latest information.</p>	<p>Give Form to the requester. Do not send to the IRS.</p>					
<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Adrienne Burke</p>							
<p>2 Business name/disregarded entity name, if different from above Community Planning Collaborative LLC</p>							
<p>3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC</p> <p><input type="checkbox"/> C Corporation</p> <p><input type="checkbox"/> S Corporation</p> <p><input type="checkbox"/> Partnership</p> <p><input type="checkbox"/> Trust/estate</p> <p><input checked="" type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► S</p> <p><small>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</small></p> <p><input type="checkbox"/> Other (see instructions) ►</p> </div> <div style="width: 35%;"> <p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p> </div> </div>							
<p>5 Address (number, street, and apt. or suite no.) See instructions. 221 N. Hogan Street Suite 231</p>							
<p>6 City, state, and ZIP code Jacksonville, FL 32202</p>							
<p>7 List account number(s) here (optional)</p>							
<p>Part I Taxpayer Identification Number (TIN)</p> <p>Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i>, later.</p> <p><small>Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.</small></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border: 1px solid black; padding: 2px;">Social security number</td> </tr> <tr> <td style="border: 1px solid black; text-align: center;"> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> </div> <div style="display: flex; justify-content: center; align-items: center; margin: 0 5px;">-</div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> </td> </tr> <tr> <td style="border: 1px solid black; text-align: center;">or</td> </tr> <tr> <td style="border: 1px solid black; padding: 2px;">Employer identification number</td> </tr> <tr> <td style="border: 1px solid black; text-align: center;"> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">9</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">2</div> </div> <div style="display: flex; justify-content: center; align-items: center; margin: 0 5px;">-</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">1</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">1</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">6</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">9</div> </td> </tr> </table>			Social security number	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> </div> <div style="display: flex; justify-content: center; align-items: center; margin: 0 5px;">-</div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div>	or	Employer identification number	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">9</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">2</div> </div> <div style="display: flex; justify-content: center; align-items: center; margin: 0 5px;">-</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">1</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">1</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">6</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">9</div>
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Employer identification number							
<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">9</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">2</div> </div> <div style="display: flex; justify-content: center; align-items: center; margin: 0 5px;">-</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">1</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">1</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">6</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">0</div> <div style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">9</div>							
<p>Part II Certification</p> <p>Under penalties of perjury, I certify that:</p> <ol style="list-style-type: none"> The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and I am a U.S. citizen or other U.S. person (defined below); and The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct. <p>Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.</p>							
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Sign Here</td> <td style="width: 45%; border-bottom: 1px solid black; text-align: center;"> <p>Signature of U.S. person ► ABurke</p> </td> <td style="width: 40%; border-bottom: 1px solid black; text-align: center;"> <p>Date ► 3/8/2023</p> </td> </tr> </table>			Sign Here	<p>Signature of U.S. person ► ABurke</p>	<p>Date ► 3/8/2023</p>		
Sign Here	<p>Signature of U.S. person ► ABurke</p>	<p>Date ► 3/8/2023</p>					
<p>General Instructions</p> <p>Section references are to the Internal Revenue Code unless otherwise noted.</p> <p>Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.</p> <p>Purpose of Form</p> <p>An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.</p> <ul style="list-style-type: none"> • Form 1099-INT (interest earned or paid) • Form 1099-DIV (dividends, including those from stocks or mutual funds) • Form 1099-MISC (various types of income, prizes, awards, or gross proceeds) • Form 1099-B (stock or mutual fund sales and certain other transactions by brokers) • Form 1099-S (proceeds from real estate transactions) • Form 1099-K (merchant card and third party network transactions) • Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition) • Form 1099-C (canceled debt) • Form 1099-A (acquisition or abandonment of secured property) <p>Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.</p> <p><i>If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.</i></p>							

Community Planning Collaborative

Diversity and Inclusion Policy

Our Commitment

Community Planning Collaborative is a firm with a mission.

CPC was founded with the goal to change the way our profession practices planning and historic preservation. We are intent on building a shared culture of equity, working with team members and communities with different backgrounds, skills, and views. This means nurturing relationships with people of varied race, color, nationality, gender identity, sexual orientation, age, religion, neurodiversity, ability, veteran status, or criminal history. We understand intersectionality and how that impacts people's lived experience. Equity is essential to our mission of elevating the voices and culture of those traditionally excluded from urban planning, land use and zoning. We'll be our whole selves and we want you to be too.

Current Licenses and Certifications required by City/County/State

Team Member Certifications

Community Planning Collaborative team members are both certified with the American Institute of Certified Planners (AICP). In addition, Adrienne Burke is a licensed attorney with the Florida Bar. Adrienne is not providing legal advice in association with the project and will defer to the legal expertise of the Gainesville City Attorney.

Carlos Perez and Hayley Harrison are both licensed Professional Landscape Architects.

My AICP Dashboard



American Institute of Certified Planners



Adrienne E. Burke, AICP

APA ID: 201115

AICP Membership: Expires 06/29/2023

AICP Start Date: 12/26/2018

AICP Certification #: 31190

CM Reporting Period Ends: 12/31/2023

The American Institute of Certified Planners provides the only nationwide, independent verification of planners' qualifications. Certified planners pledge to uphold high standards of practice, ethics, and professional conduct, and to keep their skills sharp and up to date by continuously pursuing advanced professional education.

Badges



American Institute of Certified Planners



Ennis Davis, AICP

APA ID: 268103

AICP Membership: Expires 09/30/2023

AICP Start Date: 05/15/2013

AICP Certification #: 026224

CM Reporting Period Ends: 12/31/2023

The American Institute of Certified Planners provides the only nationwide, independent verification of planners' qualifications. Certified planners pledge to uphold high standards of practice, ethics, and professional conduct, and to keep their skills sharp and up to date by continuously pursuing advanced professional education.

Badges





The Florida Bar

651 East Jefferson Street
Tallahassee, FL 32399-2300

Joshua E. Doyle
Executive Director

850/561-5600
www.FLORIDABAR.org

State of Florida)

County of Leon)

In Re: 0050602
Adrienne Dessy Burke
Community Planning Collaborative LLC
231 N. Hogan Street Suite 237
Jacksonville, FL 32202

I CERTIFY THE FOLLOWING:

I am the custodian of membership records of The Florida Bar.

Membership records of The Florida Bar indicate that The Florida Bar member listed above was admitted to practice law in the state of Florida on **April 17, 2008**.

The Florida Bar member above is an active member in good standing of The Florida Bar who is eligible to practice law in the state of Florida.

Dated this 4th day of **January, 2023**.

Cynthia B. Jackson, CFO
Administration Division
The Florida Bar

PG:R10
CTM-211519





Ron DeSantis, Governor

Julie I. Brown, Secretary



STATE OF FLORIDA
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

BOARD OF LANDSCAPE ARCHITECTURE

THE LANDSCAPE ARCHITECT HEREIN HAS REGISTERED UNDER THE
PROVISIONS OF CHAPTER 481, FLORIDA STATUTES

PEREZ, CARLOS FRANCISCO

878 PEACHTREE STREET NE UNIT 827
ATLANTA GA 30309

LICENSE NUMBER: LA6666902

EXPIRATION DATE: NOVEMBER 30, 2023

Always verify licenses online at MyFloridaLicense.com



Do not alter this document in any form.

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Ron DeSantis, Governor

Julie I. Brown, Secretary



STATE OF FLORIDA
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

BOARD OF LANDSCAPE ARCHITECTURE

THE LANDSCAPE ARCHITECT HEREIN HAS REGISTERED UNDER THE
PROVISIONS OF CHAPTER 481, FLORIDA STATUTES

HARRISON, HAYLEY DAWN

HAYLEY HARRISON LANDSCAPE ARCHITECTURE INC.
711 33RD STREET
ORLANDO FL 32805

LICENSE NUMBER: LA6666963

EXPIRATION DATE: NOVEMBER 30, 2023

Always verify licenses online at MyFloridaLicense.com



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This is your license. It is unlawful for anyone other than the licensee to use this document.

Exceptions to the ITN

Community Planning Collaborative LLC proposes no exceptions to ITN GCRA-230050-GD.

Investigation of Alleged Wrongdoings, Litigation/Settlements/Fines/Penalties

Community Planning Collaborative and selected subcontractors do not have any investigations of wrongdoings, litigation and/or settlements, and fines or penalties anywhere in the United States.

Copies of all relevant State and Federal licenses required to perform the work described in this ITN

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2023 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L22000407511

Entity Name: COMMUNITY PLANNING COLLABORATIVE LLC

Current Principal Place of Business:

221 N. HOGAN STREET SUITE 237
JACKSONVILLE, FL 32202

Current Mailing Address:

221 N. HOGAN STREET SUITE 237
JACKSONVILLE, FL 32202 US

FEI Number: 92-1016009

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

BURKE, ADRIENNE D
221 NORTH HOGAN STREET
SUITE 237
JACKSONVILLE, FL 32202 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: _____

Electronic Signature of Registered Agent

_____ Date

Authorized Person(s) Detail :

Title MGR
Name BURKE, ADRIENNE D
Address 221 N. HOGAN STREET SUITE 237
City-State-Zip: JACKSONVILLE FL 32202

Title MGR
Name DAVIS, ENNIS A
Address 221 N. HOGAN STREET SUITE 237
City-State-Zip: JACKSONVILLE FL 32202

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath, that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 605, Florida Statutes, and that my name appears above, or on an attachment with all other like empowered.


SIGNATURE: ADRIENNE BURKE

MANAGER

04/25/2023

Electronic Signature of Signing Authorized Person(s) Detail

_____ Date

 An official website of the United States government
[Here's how you know](#)



Menu ☰

My Company Account

My Company Profile

Company Information

Company Name

Community Planning Collaborative LLC

Doing Business As (DBA) Name

Company ID

2120291

Enrollment Date

Apr 06, 2023

Employer Identification Number (EIN)

921016009

Unique Entity Identifier (UEI)

DUNS Number

Total Number of Employees

1 to 4

NAICS Code

541

Sector

Professional, Scientific, and Technical Services

Subsector

Professional, Scientific, and Technical Services

[Edit Company Information](#)

Employer Category

Employer Category

None of these categories apply

[Edit Employer Category](#)

Company Addresses

Physical Address

221 North Hogan Street
Suite 237
Jacksonville, FL 32202

Mailing Address

Same as Physical Address

[Edit Company Addresses](#)

Hiring Sites

Number of Sites

1

[Edit Hiring Sites](#)

Company Access and MOU

My Company is Configured to:

Verify Its Own Employees

Memorandum of Understanding

[View Current MOU](#)

[U.S. Department of Homeland Security](#) [U.S. Citizenship and Immigration Services](#)

[Accessibility](#) [Plug-ins](#) [Site Map](#)

