

Call, Rosemarie

From: strategicplan2008@gmail.com
Sent: Friday, November 27, 2020 3:04 PM
To: Call, Rosemarie
Cc: Vaughan, Karen; 'Melissa Zolla'
Subject: Clearwater Strategic Plan- Qualifications (3 attachments) - Please verify receipt
Attachments: Bio - Strategic Plan 2020 Clearwater .pdf; Clearwater response - Stacy Ranieri SOQ.pdf; Firefly Public Outreach Approach.pdf

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Ms. Rosemarie Call, City Clerk
Clearwater, FL
727-562-4092; rosemarie.call@myclearwater.com
VIA ELECTRONIC MAIL ONLY

Dear Ms. Call:

Thank you for the invitation for qualifications to serve your strategic planning needs. The attached biographies and approach demonstrate extensive experience and versatility in:

- Group facilitation (certified) and collaboration for strategic planning
- Public Engagement
- Outreach adapted to our COVID world

In addition to my work for and with the Florida League of Cities, my portfolio includes more than 15 projects around FL with some out-of-state in the last 10 years composing strategic plans or applying strategic prioritization and accountability to the planning process. I employ an advanced and unique method centering on genuine collaboration, stimulating creativity, and striving for consensus. I am a sole practitioner so commit to direct and tailored client responsiveness, while keeping fees low due to lower overhead.

To enhance capabilities for your needs, I will enlist a go-to firm with which I have a long and seamless partnership. Firefly, a nimble woman-owned consultancy, is skilled at messaging and public outreach - both on-site and internet-based/virtual. Their outreach and strategic planning project portfolio is extensive, and the attached approach description demonstrates their on-the-ground experience in our ever-changing pandemic environment.

I welcome our next discussion to better understand project objectives, and to tailor a scope of work.

Sincerely,

Jim Anaston-Karas, Community Marine & Water Resource Planning
"Forging Community Solutions"

www.linkedin.com/in/jeakaras

772.341.0524 Skype: james.anaston.karas

Attachments (3)

Copy: Karen Vaughan, Administrative Assistant



Jim Anaston-Karas, Strategic and Community Planning

Professional Synopsis

Senior manager with 30-year plus accomplishments in local, regional, and state government advocacy and management. Certified workshop facilitator using various nominal group techniques to compose strategic plans for local governments, businesses, and not-for-profits.

Relevant Experience

- **Principal, Community Marine & Water Resource Planning** (12 years and current): Sole Practitioner freelance consultant applying planning, engineering, and design talents to develop or revitalize communities, business, properties, or organizations. Provide full suite of planning services (master, comprehensive, visioning, transportation, strategic, LDRs, etc.) and entitlements for sustainable and economic development, jobs centers, marine/waterside redevelopment, conservation and resource management. Served dozens of city, county, CRA and private clients in more than 15 Florida Counties, Oklahoma, Arizona, and the Caribbean.
- **Public Engagement & Outreach Specialist/Facilitator** (12 years and current): Apply advanced facilitation, various nominal group workshop, and Charrette-style planning techniques to consensus visions and strategic priorities plans for local governments, not-for-profits, neighborhoods, economic development zones, landowners, and businesses. Guide analysis of implementation strategies, especially capital planning and estimating. Plan and execute consensus campaigns/outreach strategies ranging from media interviews to opinion surveys and social media interaction. Diverse strategic plan portfolio from small companies to local governments (8,000-180,000 population, and master planning, engineering solutions, and strategic capital improvements planning up to \$75M.
- **Co-Director of VHB Miller Sellen \$2M Stuart branch office.** Delivered community and resource planning, civil engineering, and design/full suite of planning services to public and private clients for over 35,000 acres in Florida Treasure Coast region. 5 years.
- **Director, South Florida Water Management District,** Broward County Service Center. Implemented agency policy seeking symmetry between economic development/urban growth and sustainable water resources. Managed land use, utility /water supply planning including over \$50 M water resource partnership contracts. Staff to Governor's Commission for Sustainable South Florida. Ex-Officio Member, South Florida Regional Planning Council. Expert witness defending Everglades Restoration Plan. 7-1/2 years.
- **Legislative Manager, Broward County.** Executed legislative agenda as registered lobbyist to secure multi-millions in appropriations including for regional economic drivers - Port Everglades Seaport, Ft. Lauderdale/Hollywood International Airport, and Tri-Rail (RTA). President, Florida Association for Intergovernmental (City/County) Relations. 4 years.
- **Policy Coordinator for Speaker of Florida House,** Growth Management House Subcommittee Chief Analyst, Senior Legislative Aide in the Florida Senate. Specialties in growth management, intergovernmental coordination, water and natural resources, and special districts. Assisted with major legislation such as Preservation 2000 and inflation-indexed gas taxing. 8 years.
- **Adjunct Professor, Environmental Planning,** Florida Atlantic University. 3 years.

Education/ Certifications

- Master of City and Regional Planning, Ohio State University, 1983.
- Certificate, Liberal Arts and Architecture, Oxford University, England, 1981
- Bachelor of Arts, Political Science, Southern Illinois University, 1980
- Certificate, Charrette Planning, National Charrette Institute.
- Certificate, Advanced Facilitation, Broward County Board of County Commissioners.
- Merchant Mariner Credential, (Sea Captain) 50 Ton Master, United States Coast Guard.

Select Memberships/Activities (past & current)

- Marine Industries Association of the Treasure Coast. Board Member.
- Sustainable Treasure Coast, Inc. Vice Chair.
- Urban Land Institute. Vice Chair, Southeast Florida/Caribbean Advisory Board.
- American Planning Association (Florida). Legislative Policy Committee.
- Chambers of Commerce & Economic Councils. Various affiliations & presentations.
- South Florida Regional Planning Council (Gubernatorial appointee). Ex-officio member.
- Florida Redevelopment Association, Member.

Select Projects/ Clients

Martin County Enterprise Zone Strategic Development Plan, Martin County Commission Strategic Plan /Martin County Board of County Commissioners

Strategic Redevelopment & Waterfront Planning/ Stuart CRA, Palm Bay Waterfront CRA

Strategic Priorities Plans/ Oviedo, Miami Lakes, Indiantown, Miami Beach, Key Biscayne, Opa-Locka, Stuart; Lincoln Park Mainstreet (Ft. Pierce), Muskogee, OK; Business Development Board of Martin County; Downtown Business Owners Associations (Stuart and Vero Beach); Florida Emergency Medical Association; Education Foundation of Martin County.

Best Practices for Citizen Participation in Florida Planning (Primary Author)/ American Planning Association Florida

Florida League of Cities, "Strategic Planning in Tight Budget Times" Annual Conference seminar leader.

Governor's Commission for a Sustainable South Florida/ South Florida Water Management District

Strategic Plan Steering Committee, Arcosanti, AZ. International appointee charting future for \$250M+ solar-designed architectural/urban prototype



Stacy Ranieri is the founder, president and Chief Illuminator of The Firefly Group, a full-service public relations and marketing firm founded in 2003 and headquartered in Palm City, Florida in Martin County.

Born and raised in New York, Stacy's professional career prior to moving to Florida in 1994 included a variety of marketing and communications positions in the private, public and non-profit sectors with such notable organizations as the National Audubon Society, the New York Landmark's Conservancy, the City of New York and MetLife.

Stacy has more than 30 years of experience in marketing, branding, public relations, community outreach and advocacy building, strategic planning and project/event management. Her firm has a diverse client base including businesses of all sizes and industries, government agencies and non-profit organizations throughout Florida. Firefly provides full-service public relations and marketing consulting services including: comprehensive public outreach and education programs; stakeholder engagement and advocacy building; media relations; brand identity; website development, social/digital media strategy and management, collateral materials development, plain language copywriting; crisis communications and issues management.

Stacy's reputation, leadership and consensus building skills, collaborative approach, and strategic and creative thinking make her a powerful addition to any project team.

Firefly has served as a public communication's vendor for Martin County, Martin MPO, Palm Beach MPO, South Florida Water Management District, and has served as the lead on numerous governmental and private sector public education and community outreach projects for coastal, environmental, and transportation and community development initiatives:

- Martin County Bathtub Reef Beach Renourishment
- Manatee & Jensen Beach Moorings
- Manatee Pocket Dredging
- South Florida Water Management District – EAA Reservoir Project
- Martin County Solid Waste & Utilities educational outreach, recycling events
- Martin County Metropolitan Planning Organizations, LRTP 2040
- Oyster Reef Restoration
- Palm Beach County Metropolitan Planning Organization - Multimodal Corridor Study
- Pineland Prairie – Knight Kiplinger
- St. Lucie Inlet Dredging

Scope of Services for those public outreach efforts included: stakeholder engagement; branding and logo design; collateral materials development; website and social media design, development and management; email communications; media relations and press release development and distribution; government relations; public meetings and workshop facilitation and other special event management.

Stacy has a **Bachelor of Science in Marketing and International Business** from **New York University's Stern School of Business** and a **Master of Science in Environmental Resource Management** from the **Florida Institute of Technology**.





Public Outreach Approach

Stakeholder Engagement & Public Meetings

Public input is a critical component of providing a sense of community and continuity for any proposed project. The project team will work to ensure not only that stakeholders have an understanding of the project goals, objectives and benefits, but that the various residential, industrial, commercial and municipal stakeholders in the project areas are afforded the opportunity to provide meaningful input.

While our typical public involvement protocols are very comprehensive, in this new world of COVID-19, the way we engage the public must be different. We don't know what social distancing guidelines will be in place when the public outreach portion of this project is ready to move forward. Even though we would have in-person public stakeholder meetings, citizens, especially elderly ones, may be less inclined to go to live meetings, so we want to make it as easy as possible for them to participate remotely. That's why we would incorporate virtual meetings (through platforms such as Zoom, GoToMeeting, etc.) and use survey and Interactive Polling Software to capture feedback and ideas from stakeholders.

Public Outreach and Education Materials Development

Communications materials such as project Fact Sheets and invitation letters to stakeholders would be developed using plain language and distributed via traditional direct mail to all stakeholders within the boundaries of the project area.

Additionally, various online and digital platforms would be used to generate stakeholder awareness and engagement. For example, we will follow the City of Clearwater's communications protocols, and coordinate with their public information staff, to provide project information and updates that can easily be posted to the city's website, shared through their social media platforms and distribute press releases that can be emailed to their media and community outreach email lists. Surveys and polls will also be developed to further solicit input from the public and distributed using the same communication channels as well as community/business organization partners such as the Clearwater Chamber and Economic Development Council.