

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: September 22, 2025

FROM: Michael Clark, Community and Economic Development Director

SUBJECT: Professional Services Agreement with Freese & Nichols Inc. for Creation of a Comprehensive Plan

INTRODUCTION:

A Comprehensive Plan is a strategic planning document which evaluates current conditions of land use related topics to provide goals and policy guidance, specific future land use and character areas, and recommendations to best address the future needs of the community. Creation necessitates heavy public engagement, several public presentations to the community regarding key topics, and an evaluation of existing plans, policies, and processes to provide a complete understanding of the community's condition and needs. As a multi-disciplinary guidance document, it provides goals, policies, and direction for staff, appointed boards and commissions, developers, and elected officials on all aspects of land use decisions. This includes where and what land uses should be, the road and utility networks to serve them, and forecasting how the Town may grow in a deliberate and prescriptive way vs reactive way.

BACKGROUND:

On January 29, 2025, staff provided an overview on the importance of comprehensive plans at the Board of Mayor and Alderman (BMA) retreat. This presentation included what a comprehensive plan is, what it is not, and how it can be used to set the direction of the community in all aspects of land use for the next 25 years. Following favorable response from the BMA, staff presented this idea and concept as an informal kickoff to the Collierville Chamber of Commerce meeting on April 7, 2025, resulting in solicitation from the public to participate in the process.

On June 9, 2025, the BMA approved the Fiscal Year 26 budget, including \$500,000 to be allocated to the creation of a Comprehensive Plan. RFSOQ 2025-06 was released to the public on June 10, 2025. A pre-bid conference was held on June 16, 2025, to respond to questions from potential proposers. Seven proposals were accepted on July 16, 2025, and were distributed to a selection committee representing the disciplines represented in the plan for review. This committee used a quantitative scoring metric to evaluate the proposals. On August 7, 2025, the committee discussed reviews and selected the top three scoring teams for in-person or hybrid interviews held on August 25, 26, and 27, 2025. Following the interview process, the selection committee determined Freese and Nichols Incorporated, with subconsultants HDR, Inc. Pillars Development LLC, and TXP, Inc was both the highest scoring firm for the quantitative proposal review and the firm best meeting the expectations during the interview process. (Attachment 1)

DISCUSSION:

Staff requests authority to enter into a professional services agreement with Freese and Nichols for a not to exceed amount of \$500,000 for the creation of a Comprehensive Plan. This process is expected to take 18 months and will utilize multiple existing data sources and documents, extensive public engagement, and feedback from focus groups and the steering committee, to create a document

providing goals and policies to direct land use for the next 25 years. (Attachment 2)

STAFF RECOMMENDATION:

Staff recommends approval of the Professional Services Agreement with Freese & Nichols Inc. for the creation of a Comprehensive Plan in the amount of \$500,000.

BUDGET IMPACT:

Fund	Dept.	Obj. Code	Description	Approved Line Item Budget	Previous Expenses	Proposed Expense	Balance	Budget Impact
321	42410	999-202604	Collierville Comprehensive Plan	\$500,000.00	\$0.00	\$500,000.00	\$0.00	N/A

ATTACHMENTS:

[Attachment 1 - Evaluation Team Report.pdf](#)

[Attachment 2 - GS-25-01552 - Collierville 2050 Comprehensive Plan.pdf](#)

PROPOSED MOTION:

To approve the Professional Services Agreement with Freese & Nichols Inc. for the creation of a Comprehensive Plan in the amount of \$500,000.

Board Action: Motion By_____ Seconded By_____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						