



June 5, 2026

Jasmine Dieguez
One-Stop Permit Manager
City of Ocala
201 SE 3rd St, 2nd Floor
Ocala, FL 34471

Dear Ms. Dieguez:

On behalf of JRD & Associates, Inc. (JRD), I am pleased to submit this proposal to examine and reassess the City of Ocala Planning/Zoning/Development, Signage, and License/Certification fees. Specifically, we will perform the following:

Task 1 – Assess the actual costs of providing City services related to the above-noted fees.

Task 2 – Review activity for these fees for the past three fiscal years.

Task 3 – Review the current City fee schedule to assess how the City currently charges these fees.

Task 4 – Determine the levels of effort and resources required for the services provided which are covered by these fees, and their associated costs.

Task 5 – Propose a concise, easy to understand fee structure that ensures adequate fee revenue to recover the City's fully-burdened cost of providing these services. Identify additions and deletions to the current fee schedule for services being currently provided but not charged, and for services no longer being provided for which there is a fee.

Task 6 – Conduct a comparison of these fees, where appropriate, against those charged, for up to three municipalities as agreed to by JRD and the City.

Task 7 – To the extent possible, project future revenue based on the proposed fee schedule.

Task 8 – Present results, findings, and recommendations.

The fee including for the tasks depicted will be \$45,388 plus travel expenses (approximately \$1,200 for two JRD personnel for one trip from Miami to Ocala), with an anticipated timeline of three months from Notice to Proceed. This fee is based on JRD's Federal GSA contract (contract number GS-10F-0265Y) approved rates as depicted in the cost build-up below:

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	<u>Rate</u>	<u>Hours</u>	<u>Fee</u>
Principal	\$371.72	60	\$22,303
Consultant	\$174.72	110	\$19,219
Analyst	\$96.65	40	<u>\$3,866</u>
		Total	\$45,388

Thank you.

Sincerely,



Jorge R. Duyos, P.E.
President

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