

**GMCID Master Plan RFP Question & Answers
Addendum #1**

Could the CID provide the proposed budget for the master plan?

- The GMCID Board has allocated \$250,000 towards the Master Plan. It is important for the Board to understand if this funding is adequate. Specifically, we need to understand whether the proposed budget aligns with the intended scope of the master plan. If the allocated amount falls short, we would appreciate insights into necessary adjustments to the scope that would fit within the budget, or alternatively, an estimate of the additional cost required to fully implement the current scope as outlined. This information will greatly assist the Board in making an informed decision regarding the master plan.

Can proposers include a cover letter with their proposal?

- Yes

Due to a page limit in the background and experience section, can proposers include additional project experience in the appendix?

- Yes

Can you please confirm that there is no page limit for the Key Personnel Section, Schedule, Fee Proposal, or References section?

- There is no specified page limit for these sections; however, we kindly request that you provide answers as required without including additional information that is not pertinent to this project.

Stakeholder Engagement - What is the preferred method and frequency of communication with the GMCID Board of Directors and other stakeholders?

- Effective communication with the GMCID Board of Directors and other stakeholders will primarily be conducted through email and personal meetings as necessary, facilitated by the Executive Director, Caroline Whaley. The Board expects to receive monthly project status reports, which will be included in the Executive Director's update email during non-meeting months or presented at bi-monthly in-person Board meetings. The decision on the presentation format will be determined by either the Executive Director or the Consulting team. It's important to note that Caroline Whaley, Managing Partner/Founder of Strategic Community Partners, serves as the Executive Director for GMCID and is the sole administrative staff member of the CID.

Schedule - Per page 2 of the RFP, the master plan processes is scheduled to begin October 2024 and be completed by July 2024. Can you please confirm that the end date should read as July 2025? Assuming the end date should be July 2025, this means the project schedule is 9 months. How flexible is the project timeline, and are there any known events or deadlines that might impact the schedule?

- Regarding the schedule outlined on page 2 of the RFP, which states that the master plan process is scheduled to begin in October 2024 and be completed by July 2024, it should indeed read as **July 2025**. The project timeline is intended to span 9 months from start to completion. The project timeline is somewhat flexible, recognizing that this is GMCID's first Master Plan endeavor. Adjustments may be necessary to ensure thoroughness and effectiveness in creating a blueprint for the area's future development. Looking ahead, it's noteworthy that the Franklin Gateway area will be impacted by the 2026 World Cup. Ideally, completing the Master Plan promptly will allow for identification of key projects that can enhance the area's readiness for this significant event. This underscores the importance of timely and strategic planning to maximize community benefits and preparedness.

How do you anticipate the City of Marietta being involved in this project? Do you anticipate engagement with Mayor and Council at council meetings, interviews, etc.?

- A City of Marietta staff member will be integral to the Project Management Team and will act as the liaison to the City. The Mayor, Council members, and City Manager are keenly interested in the project's progress and will be involved as necessary. One Council Member closely affiliated with the CID will want to be involved and receive updates. Managing these relationships and facilitating communication as needed will be the responsibility of the GMCID Executive Director. This collaborative approach ensures that key stakeholders from the City of Marietta are informed and engaged throughout the master planning process, fostering effective communication and alignment with community goals.

Could online meetings be implemented to fulfill the 3 General Public Meeting requirement?

- Online meetings can be considered as a format for public engagement. The best method for engaging the public is to be determined by the PMT.

Will the City be a partner to coordinate community engagements including advertising and coordination of location and event details?

- A City Staff member will be a part of the PMT and will play a role in coordinating community engagement.

Are the 4 key development sites described in Task 4 in addition to the sites identified as "expansion" on the map provided in the RFP?

- Yes, the sites are in addition. The "expansion" sites, highlighted in orange on the map, are the parcels that were brought in during the 2019 expansion.