



# Public Engagement Coordinator

---

RFQ Addendum: March 9, 2017

Since release of the Request for Qualifications on February 21, staff has received a number of questions and the Town Council and Board of County Commissioners have provided additional direction on individual projects. Please consider this addendum in preparing your submittal.

Project websites have been updated. Please see each website for additional staff reports that have been produced since February 21.

- [Town Zoning Updates](#)
- [Town Parking Study](#)
- [Natural Resource Protection Regulations Update](#)
- [Housing Demand Mitigation Requirements Update](#)
- [Housing Rules and Regulations Update](#)

*Q: Do the Town and County have a preferred approach or approach that has worked in the past?*

A: The purpose of the RFQ is to solicit suggestions on how best to address the issues the Town and County have faced in the past, which have been:

- Lack of engagement in the content developmental phases of the project. The community has a decision making culture of responding to the last and loudest comments regardless of the preceding process.
- Lack of definition of project purpose. Without a clearly defined project target, the community has experienced delays as the target moves.
- Lack of coordination when multiple projects are in process at once. Without coordination among staff, stakeholders and decision makers have gotten overwhelmed by a flood of information at one time and lost track of the process during long quiet stretches. As a result, one project at a time becomes the focus to the detriment of the others.

*Q: Are the dates in the graphic on page 4 of the RFQ set?*

A: No. However the deadlines in Section 2.2 Schedule are important benchmarks for each project.

*Q: Will each project have the same set of stakeholders?*

A: No. Each project will have its own approach to its stakeholders. Some projects will have stakeholder groups that guide the process while others will be more oriented to the general public and/or geographically focused.

*Q: Will any of the projects end up combined?*

A: Potentially. The purpose of the RFQ is to solicit suggestion on where to combine efforts and where to just coordinate schedules. The graphic on page 4 is a draft of what the Town and County are expecting.

*Q: What is the biggest challenge going to be in coordinating these projects?*

A: The Town and County want to finish all 5 projects by June 2018. The challenge is to engage all stakeholders early in the process in a way that everyone can follow and respects everyone's time. Decision makers and stakeholders cannot be asked to dedicate too much time to workshops and meetings, but they also cannot be asked to read and digest volumes of material. They have to have access to the information they need and be able to understand it well enough that they feel comfortable making decisions.

*Q: Will each of the project managers be Town/County staff or consultants?*

A: Town/County staff.

*Q: Will each project also have consultants to provide content expertise?*

A: Yes. The content of each project will be informed by a combination of stakeholder input and content expertise provided by a consultant. A consultant for the Town Parking Study has already been chosen. RFPs for the other projects are anticipated to be released in the next week.

*Q: Do the Town and County already use a particular digital platform for public engagement?*

A: No.

*Q: What is this biggest issue that has come up on past similar projects?*

A: Growth management and location of density.