

## **Missoula Midtown Masterplan Design RFP Clarifications**

**3.11.2022**

**Regarding community outreach, could you specify what activities will be undertaken by the Grassroots Outreach team and what activities will be part of this contract? How do you anticipate the consultant team working with the Grassroots Outreach team?**

Exhibit A (below) outlines the contracted scope of work for the Grassroots Engagement Coordinator (GEC).

The GEC team member is responsible for engaging traditionally marginalized Midtown residents and users in the Master Planning process. She will be involved in the selection of the design contractor associated with this RFP. Beginning in April, she will start meeting with community groups who work directly with these populations. The GEC will be a member of the planning team and provide input on messaging and materials to ensure it is digestible to all and useful in her efforts. She will ensure the planning team is fully informed of her findings and advocate for their incorporation into the Master Plan. Finally, she will work towards informed consent and plan acceptance within the populations she is assigned to engage.

The scope of work associated with *this* design RFP (and not in the GEC scope of work) includes all traditional master planning activities such as but not limited to:

- Creating toolkits of materials (maps, rendering etc)
- Holding design charrettes
- Engaging businesses and land owners
- Engaging elected officials, community leaders, and neighborhood councils
- Public relations including paid and earned media, social media and web presence

**The RFP notes that the project boundary may require adjustment; can you elaborate on who will make this decision and when such decision will be made?**

The steering committee spent months determining the most appropriate project boundary lines for this study. That said, we realize that budgetary constraints may limit the inclusion of peripheral “areas of influence” we are hoping to include, such as South Higgins east of 39th street, US93 south of 39th Street and the west of Reserve Street medical hub areas that are now included in the boundary map. The management team, with input from the steering committee, will make the decision when negotiating the scope of work with the design consultant based on budget and work plans.

**Can you elaborate on the “analyze the infrastructure's ability to handle future land uses” [Noted on page 9] – Does this include utilities, social infrastructure, transportation, etc? What data does the client or city currently possess for consultant use?**

Utilities, social infrastructure, parking, transportation (this will dovetail with the RAISE project), and green infrastructure comprise some of the infrastructure needs we would like to be analyzed. RFP respondents have access to studies previously completed of the area and listed in the RFP. Technical Advisory Committee (TAC) members will assist in navigating and accessing the existing resources and data.

**The RFP notes that the budget is “about” \$470,000. Has this budget been finalized?**

The budget for the design team contract has been finalized at \$470,000.

**Based on the schedule within the RFP, we understand the process is expected to be approximately 12-month; can you confirm?**

\*Clarification\* We are estimating a 12 to 18 month long process, depending on the capacity of the team. Teams will not be penalized for proposing an 18 month process.

**In regards to jurisdictional adoption for the MMP, it is noted that the consultant team will assist in preparing presentation materials. Is the consultant expected to be present for and/or to make the presentations or will this be done by the client?**

The Midtown Association will manage presentations to local government and non-government agencies to finalize jurisdictional adoption. The presentation materials used in final adoption meetings will be a

deliverable of the design consultant. Of course, during the engagement process, the design consultant will be making presentations and collecting feedback from local agency boards and leaders.

**Is public engagement expected to be in-person, virtual, or hybrid?**

All of the above and more. Public engagement is the heart of this project. The contractor selected will show authentic appreciation and ingenuity in delivering it through a variety of channels. In person meetings should be held as much as possible, as long as they are effective. Virtual alternatives should be offered, but aren't required to be in real-time hybrid. Online feedback collection and community surveys are strongly recommended.

**Will consultant interviews be in person or virtual?**

If invited, we recommend sending *at least* one team member to attend the interview in Missoula. A hybrid option will be available for other teammates, but may be unreliable.

## **Exhibit A – SCOPE OF WORK - Missoula Midtown Masterplan Grassroots Engagement Consultant**

Referenced to and made a part of the Professional Services Agreement between MMA and Rachel Huff-Doria, RHD LLC., dated March 8, 2022. Under the terms of the Professional Services Agreement, Rachel Huff-Doria will provide the following services or tasks or work products:

**Develop engagement goals & define success.** Identify people and groups with whom to prioritize grassroots engagement. Define deliverables and metrics for project success.

**Coordinate with other projects.** There will be other planning processes occurring simultaneously. One of the most challenging aspects of this project will be to understand these efforts and develop a coordinated strategy that doesn't overwhelm or confuse people. This may include a warm handoff to other efforts or sharing MMP space with other projects, so people do not have to attend multiple meetings or be inundated with mailers.

**Assist in selection of design team.** Review design team RFP and make suggestions to clarify roles and responsibilities for engagement. Draft questions for the design team interview process. Provide feedback on the proposers to the selection committee.

**Provide input on tools.** Provide input on visioning toolkit (maps, renderings, videos, powerpoints etc.) created by the design team to maximize usefulness by ensuring they are digestible for people who are not familiar with community planning processes.

**Implement engagement strategies.** Carry out an inclusive strategy for grassroots populations to provide useful input on what their needs are and how redevelopment of Midtown should occur to benefit them. This will require innovative approaches to working directly with people who are left out of traditional public processes.

**Develop a vision.** Help gather and articulate the grassroots vision for Midtown, which may include utilizing formats developed collaboratively with the design team and introducing or inventing new ways to engage grassroots populations. Provide feedback on a draft of the MMP. Help incorporate grassroots community feedback to the draft– continuing to roll out iterations and collect opinions as needed.

**Finalize the MMP.** Ensure the grassroots community is informed about the final MMP and has engaged in the process. Recommending media to roll out the final plan that is relevant and digestible for people unfamiliar or intimidated by traditional planning documents (such as short videos, infographics, influencers, etc.).