REQUEST FOR QUALIFICATIONS
Downtown Atlanta Master Plan Update

Summary of Questions and Corresponding Responses

1. Is there an underutilized business requirement?
   No.

2. Because of the number of different neighborhoods / districts in the Downtown area, are you anticipating a need for multiple design workshops / charrettes, or would you prefer one larger workshop, in addition to smaller focus groups and steering committee meetings?
   The public outreach strategies and schedule will be developed in close collaboration with the selected consultant. The public outreach schedule has not yet been determined. However, we anticipate a large public meeting in the fall of 2016 and an additional large public meeting in the spring of 2017. Steering committee and technical advisory committee meetings will occur several times throughout the course of the plan update process. Additional events will also take place throughout the process; the format has not been determined and will be developed in concert with the consultant.

3. Does CAP / ADID have an estimated fee range for the master planning process?
   A budget has not been established. Based on previous Downtown planning efforts of this scope and scale, we would expect the professional fee range to be between $100,000 and $200,000. This estimate takes into consideration that the detailed transportation analysis and a real estate market study have been funded separately.

4. Is there an estimated completion timeline for the market study and transportation study?
   It is estimated that the real estate market study will conclude November 2016. The transportation analysis is estimated to conclude in the spring of 2017.

5. Will the market study and transportation analysis be completed in advance of the Master Plan, such that they will serve as a resource to the consultant? Or will these studies be parallel efforts to the master plan, requiring coordination with the respective consultants – as indicated with the public engagement component?
   As mentioned above, the real estate market study is scheduled to conclude November 2016 and the transportation analysis is estimated to conclude in the spring of 2017. The market study will serve as a resource to the consultant. The transportation analysis is expected to be an input into the Master Plan update; it will occur slightly ahead of schedule from the Master Plan process and will require coordination with the respective consultants. Data analysis and findings from the transportation analysis may be available as soon as early 2017. Public outreach for the transportation analysis will
be conducted in concert with the Master Plan update process. It is expected that the Master Plan consultant will utilize data, findings and recommendations from both the market study and the transportation analysis in the development of the Master Plan.

5a. If studies are completed in advance, does CAP/ADID anticipate the need for a real estate or transportation consultant as part of the Master Plan team?

CAP/ADID does not anticipate the need for a real estate or transportation consultant as part of the Master Plan team.

6. Can you please elaborate on the anticipated role/scope of “The Creative Partners”, as mentioned on page 4? How will they interface with Master Plan consultant’s public engagement team?

The “Creative Partners” as mentioned on Page 4 of the RFQ refers to the broad range of potential local partners with whom CAP/ADID already have relationships. However, these partners have not yet specifically been engaged to support the Master Plan. The creative partners’ interface with the Master Plan consultant’s public engagement team is to be determined; CAP/ADID will consult the Master Plan Consultant when determining the best course of action for involving creative partners. The partners are anticipated to help develop and/or implement creative and innovative strategies for conducting public outreach. One example of the role of a creative partner is to host a panel conversation on a topic of relevance to the future of Downtown Atlanta; another example could be development and implementation of an arts-based placemaking activity.

7. Do you anticipate a future scope of work to further develop the downtown “brand” (as described on page 3), or should that be addressed in the Master Plan?

At this time, a future scope of work to further develop the downtown “brand” is not anticipated.

8. Is there a page count for the submittal? If so, can an appendix be included?

There is no page limit for the submittal. Appendices are allowed.