



Attn: Theresa Maynard theresam@lexingtonky.gov

Date: May 15, 2014

Subject: REVISED RFP #20-2014 Armstrong Mill Road West Neighborhood Small Area Plan

Dear Ms. Maynard:

In response to your email regarding clarifications to RFP #20-2014 Armstrong Mill Road West Neighborhood Small Area Plan, we have attempted to address the questions raised in a manner that will provide you with more detail and clarification.

Question #1: What are the details of the budget allocation for Client/Community meetings and Planning Commission process (tasks B and I)? Why is the budget so low?

Response: We have recalculated the fee schedule for tasks B and I to reflect total time allocated (i.e. meeting prep, time in meeting, and meeting analysis) to each task. The fee schedule is calculated by “person-hour” needed to complete each task and with more appropriate staff allocation. The budget breakdown for the meetings is reflected in the proposed fee Schedule that has been revised to provide more detail and cost explanation.

Question #2: How will the public be notified about the project and meetings? Are any provisions being made for managed input via social media or other means?

Response: The public will be notified about the small area plan process through a variety of EHI proven community outreach and engagement processes. To further clarify our process that was identified in our proposal, EHI proposes to utilize a variety of public notification methods that consists of:

- Targeted distribution of meeting notification flyers to: churches, neighborhood associations, renter associations, retail establishments and other key stakeholders.
- In addition a targeted flyer will be distributed to selected areas within the Armstrong Mill Road West Neighborhood that may require a more focused effort. We will work with the neighborhood associations to identify these selected areas.
- Notification in neighborhood and community based newsletters (Key News Journal).
- Attendance at the area’s Neighborhood Association meetings to announce upcoming meetings.
- Social Media

Social media will be managed through the utilization of our marketing coordinator that has successfully overseen similar website and social media outreach projects for several of our Kentucky Transportation Cabinet projects. We will create a project website, and other social media sites (Facebook, Twitter and a blog) which will track the discussion, and information received about the small area planning process. We will manage this real-time data in-house, which in turn, will be used in the development of the plan.

Question #3: What are the details of the budget allocation for the base studies?



Response: We have reworked the Proposed Fee to provide more details and to be more reflective of the hours and costs allocated to each task including the allocation for the base studies. Also the base studies represent a significant amount of our time allocated to, data collection, assessment of physical and social conditions, and public agency interviews. An analysis of this information will then be used for the plan itself and to create a base map in a GIS format. The base studies represent the foundation of the small area plan. It is important to ensure that the data is as current and accurate, which means that a significant portion of staff time will be devoted to this task.

Please see the revised Fee Proposal Schedule.

Question #4: Will there be a market analysis, and if so, how will it be conducted? Please give us as much detail as possible.

Response: We had not anticipated conducting a market analysis as part of the small area plan. It would be cost prohibitive to incorporate an extensive market analysis into the plan and yet meet the scope as defined in the RFP. However, within the development of the preferred alternatives, we have accounted for an assessment of market conditions. This assessment would consist of a detailed and objective evaluation of potential investments within the project area. It would be a comprehensive analysis of environmental forces, market trends, competition, risks, opportunities, resources and constraints. Furthermore, we anticipate that as sites are targeted for redevelopment, potential investors will conduct a thorough market analysis to determine specific business plans. The intent of the proposal is to concentrate efforts in creating an inclusive and sound planning process. We believe these provisions for public investment will not only lead to an improved quality of life for residents, but also enhance the attractiveness for (re)development by the private sector.

Question #5: Please provide a breakdown in detail the budget allocation for all of the tasks, A through J.

Response: Please see the revised Fee Proposal Schedule that details the budget breakdown for all tasks.

Question #6: Please detail why allocations were high for Tasks A, D, and F and low for B, G, H, and J rather than a budgeted focus on the Final Report, Planning Commission Process, and Final Deliverable.

Response: The revised Fee Proposal Schedule provides a detail of the breakdown of the allocations for all tasks for the budget. Tasks A, D, and F were indicated as being high. We have adjusted our hours and fee to address these concerns and to more accurately reflect staff time needed to accomplish the tasks. We anticipate that a majority of the analysis and report writing will occur in Task D and that urban design and land use planning will occur in Task F. In tasks, B, G, H, and J, we re-evaluated the hours allocated to these tasks and modified the fee schedule to reflect appropriate staff and project team assignments. We anticipate throughout this process, that revisions and rework will occur along the way based on LFUCG staff, community and stakeholder input.

The revised Fee proposal Schedule more accurately addresses the concerns raised for this question.

EHI has always had as its policy to see a project through its entirety and beyond to ensure that the concepts and intent of the Small Area Plan is met. We have done it in the past and will continue to provide that level of service to our clients.