



Agency-Wide Policy Framework and Comprehensive Economic Development Strategy Update RFP

Questions and Answers (Addendum)-Part II

- 1. The 2017 CATALYST plan, and The Atlanta Region's Plan (TARP) were grounded in a robust community engagement effort. This included partnerships to reach underrepresented groups, and a mix of small, community-based forums, large scale public forums, and online engagements, as well as Civic Dinners and Pop-Up Open Houses. Are there particular elements from that earlier engagement approach that you would want to retain? What would you do differently this time?**

The intent of the CEDS is to engage with the region as a whole including communities who have previously been involved but focus on underrepresented groups. We are expecting the consultant team to propose the most effective engagement tools to reach all groups in the region. Further, the addendum lists the following:

- Support ARC staff to identify underserved focus groups and aim for participation from an overall group representative of the region's geography, race/ethnicity, age, gender, and other demographic characteristics
- Community engagement must place specific emphasis on those who have been most adversely impacted by COVID-19 and intentionally seek to center, uplift, and amplify the lived experience and knowledge of individuals and communities who are often excluded from authentic and meaningful participation in these conversations.
- Artistic and creative engagement strategies and activities that demonstrate substantial skill in translating and communicating concepts and gathering, interpreting, and synthesizing information will be prioritized. Partnering with artists with a civic or social practice, or including artist-led community engagement, is highly encouraged.

- 2. The final deliverable is "A document which is user-friendly for both internal and external users." Do you envision this as a printed document, something interactive, or a combination?**

A printed version of the plan is required. Any additional ideas you have to make the document more user-friendly is welcome in your proposal.

- 3. To what degree are the challenges of "improving economic sustainability and inclusion within Metro Atlanta" already known, which would emphasize the need to focus on strategies in the plan? Or is there a sense that these challenges are not fully understood and this effort should attempt to both reveal and resolve them?**

This effort should build off the existing 2017 CATALYST plan and focus on improving economic sustainability, resiliency, and inclusion within Metro Atlanta. This may include revealing unknown needs and opportunities especially surrounding the impacts of COVID-19 based on the data resources and community engagement. It has been noted that small and minority owned businesses have been negatively impacted.

- 4. Same questions for making the area more resilient to future economic shocks - are these threats known?**

This effort should build off the existing 2017 CATALYST plan and focus on future economic shocks within Metro Atlanta. This may include revealing unknown needs and opportunities especially surrounding the

impacts of COVID-19 based on the data resources and community engagement. It has been noted that small and minority owned businesses have been negatively impacted.

5. Is there an expectation that the steering committee and facilitated meetings will be in-person or virtual?

This meeting schedule is anticipated to be hybrid, with options for both in-person and virtual meetings.

6. How much do you expect ARC staff to conduct the community engagement versus the consultant? Or what roles do you expect for the staff versus the consultant in the community engagement?

ARC staff will assist the consultant team with the three (3) internal and one (1) stakeholder group meeting in Phase I and the four (4) meetings in Phase II, referenced in the RFP. The consultant is expected to facilitate and lead the meetings referenced. The ARC staff will lead the additional community outreach with the assistance of the consultant team. The consultant team is not expected to attend the additional meetings.

7. ARC has significant capabilities related to data collection and analysis. To what extent will ARC staff be involved in either providing access to the data, or providing updated data or analysis as needed?

ARC staff will collect the data and provide analysis, as listed in the RFP.

8. We noted this in the Addendum “Partnering with artists with a civic or social practice, or including artist-led community engagement, is highly encouraged” Is there a group in mind that you would recommend we partner with?

No.