

## Addendum

### Questions submitted Via Email Prior to Proposal Submission Deadline

**Q: The RFP suggests that we will co-author the specific Engagement Plan. We are fans of that approach but wonder how you'd like it reflected for the time being in the budget?**

A: For the proposal, please assume a standard, comprehensive engagement estimate based on your firm's past best practices. Your cost proposal should itemize estimations for overall projects and could include partners, subcontractor, staffing, hard costs (e.g., meeting materials, digital platforms), etc. required to execute your baseline strategy. Following contract award, we will work collaboratively to refine the engagement plan and allocate resources within the approved budget.

**Q: Can you describe further the financial modeling that is expected out of this scope?**

A: We are not seeking a highly detailed pro forma or complex financial model. Rather, we envision high-level, order-of-magnitude capital cost estimates and prioritization for recommended physical improvements and catalyst projects. The final plan should include an implementation matrix that illustrates how projects could be phased over a 5- to 10-year horizon and identifies potential funding sources, including public, private, and philanthropic opportunities such as state and federal grants, local improvement district tools, and public-private partnerships.

**Q: Are the data-driven justifications for the Light Rail and Stadium or for other TBD catalysts? Can you describe the type of data that you're expecting for the justification?**

A: The data-driven justifications we're seeking is for TBD catalyst projects to ensure Downtown is "ready" to capture the economic and foot-traffic benefits of those infrastructure investments. We are looking for data that supports and prioritizes your team's specific recommendations. For example, if your team identifies public realm improvements as a project, we would like to see data justifying or other indicators that help support that investment as a project with a large impact.

**Q: Do you have Placer.ai data for downtown?**

A: Yes. The DEA maintains a Placer.ai subscription, and relevant data can be shared with the selected consultant.

**Q: In reading the FAQ section, my understanding is that the scope is really emphasizing development of the vision and action plan (strategy) and public engagement (community engagement) - that's coming through as highest priority. That said, the evaluation criteria does point to desired technical skills related to urban planning/design and financial modeling for capital projects. Can you help me**

**understand how big a focus each of these components are and how technical you expect the work to be? This will help us understand the appropriate teaming structure and how we budget.**

A: Urban Planning & Design (High Priority, Medium Technical Depth): We aren't looking for construction documents, but rather a strong spatial planning and urban design expertise. The team should be able to look at upcoming catalysts, like the Light Rail extension and a new stadium, and visually translate how pedestrians, bikes, and transit will connect to our 40-block core. Along with some visuals (sketches or renderings) to convey the plans recommendations.

Financial Modeling (Medium Priority, Low-to-Medium Technical Depth): The financial element should focus on order-of-magnitude capital cost estimation for the proposed improvements and a phased, 5-to-10-year implementation matrix that maps these projects against viable grant funding, public-private partnerships, or local financing tools. We aren't looking for property-by-property real estate pro formas or complex forecasting.

Teaming: We would love to see a team with a strategic planning, placemaking, and community engagement capabilities, supported by urban design/spatial planning expertise and someone who can comfortably handle high-level capital costing and funding matrices.

**Q: In RFP proposal submission item 2C requests project information. Also, in addenda 3B and 3C it requests for project information is it okay to consolidate this into one section?**

A: Yes.

**Q: What level of detail or completion is expected for district branding and streetscape elements?**

A: We aren't looking for construction documents, but rather a strong spatial planning and urban design expertise. The team should be able to look at upcoming catalysts, like the Light Rail extension and a new stadium, and visually translate how pedestrians, bikes, and transit will connect to our 40-block core. Along with some visuals (sketches or renderings) to convey the plans recommendations. Regarding streetscape elements, a curated palette of recommended styles, materials, and placement guidelines (e.g., lighting types, tree well designs, street furniture) that fit Downtown Everett's character and can help guide future capital improvement projects.

**Q: Will the Steering Committee for this project be one of the four existing DEA committees, consist of members from across these committees, or be a new committee?**

A: The Steering Committee will be a new, project-specific committee composed of between 15-20 stakeholders. It will include individuals from our existing Main Street

committees, alongside City staff, property owners, business leaders, residents, and community partners to ensure diverse perspectives. The DEA will select these individuals.

**Q: Has the Steering Committee been formed, or will this be an early activity involving the selected proponent? What level of involvement and frequency of meetings do you anticipate with the Committee?**

A: The DEA is currently selecting the Steering Committee, which will be in place by the start of the project. Introducing committee members and aligning expectations will be an early collaborative task with the selected consultant. The Steering Committee's primary role will be to provide guidance and expertise throughout the project. Responsibilities may include participating in surveys and working sessions, serving as subject matter experts, assisting with data collection, contributing to recommendations, and acting as project champions within the community. We anticipate the Steering Committee will meet approximately 4 to 6 times over the course of the project to review key milestones, provide local insight, and offer feedback on draft deliverables.

**Q: Does the DEA still use Maestro?**

A: Yes, the DEA currently uses Maestro. We use it to track business inventory and contacts. We can provide relevant data exports from this system to the selected consultant as needed.

**Q: Does the DEA have access to any other data sources, such as Placer.ai or Datafy?**

A: Yes, we have a subscription to Placer.ai and the City of Everett has a subscription to Datafy, which we would be able to request reports from our city partner.

**Q: Can you share a list of the survey outreach—either within the DEA business community or public—you've undertaken in the past 5 years?**

A: Our outreach has primarily focused on internal stakeholder engagement, including annual business inventory updates, regular sentiment surveys around our Sip and Shop events. In 2025 we surveyed business owners to gauge their interest in downtown events involving street closures. In 2021 the DEA had a Discovery Session drawing insight from stakeholders as well as a Landscape Scan drawing from a larger region. Complete historical survey summaries and past planning data will be made fully available to the selected consultant upon contract kickoff.

**Q: Will the DEA be preparing an addendum with all questions submitted?**

A: Yes. To ensure an equitable process, the DEA will compile all questions received from prospective consultants and will be posted publicly on our RFP project page ([downtowneverettwa.org/rfp2026](https://downtowneverettwa.org/rfp2026)).

**Q: How does downtown fund itself?**

A: The Downtown Improvement District (DID) Property Assessments, The Main Street Tax Credit Incentive Program (MSTCIP), City Partnerships and Public Grants, and Event Sponsorships and Advertising