

Outline of Scope

Activity	Outcome	Estimated Timing
Immersion + Kick off	Quick immersion into the overall project, research objectives and review of relevant documents to get started.	Week 1
Stakeholder Focus Groups	<p>Facilitate discussions to explore participants' opinions, attitudes, and behaviors related to the development plan.</p> <p>Objective: To obtain qualitative insights through in-depth group discussions.</p> <p>Number of Groups: Up to 4 total groups with max 8 participants in each. Includes bespoke discussion guide and analysis.</p> <p>Duration: Each session will last approximately 1 hour on predetermined dates via Zoom.</p>	Weeks 2 + 3 Discussion Guide Dev Email Invitations go out Groups scheduled over 1-2 weeks
One-on-One Interviews	<p>Structured Zoom interviews to allow for detailed and personal insights across key stakeholders.</p> <p>Objective: To delve deeper into individual perspectives and experiences related to the development plan.</p> <p>Number of Interviews: Conduct 4-5 individual/Dyad interviews. Includes bespoke discussion guide and analysis.</p> <p>Duration: Each interview will last approximately 1 hour via Zoom.</p>	Week 4 Discussion Guide Dev Email Invitations go out Conduct interviews within same week
Mid-point Analysis + Check-in Meeting	<p>At this milestone, compile an analysis read-out to date to vet</p> <p>Objective: To understand the feedback collected thus far and air any pivots going into the charrette.</p> <p>Includes analysis to date shared out in one meeting.</p>	Week 5

Outline of Scope

Activity	Outcome	Estimated Timing
Facilitate Q&A Session/Charrette	<p>A one-time moderated discussion with pre-determined questions and open floor for additional queries as it relates to the development plan.</p> <p>Objective: To facilitate a discussion at a larger scale to understand reactions to the current direction of the development plan.</p> <p>Includes working with DPIC committee on the agenda, expected discussion and pitfalls, etc.</p> <p>Structure: Facilitate a walk around session with a group of up to 100 participants.</p> <p>Duration: The session will last approximately 2 hours.</p> <p><i>Assumes participation from the DPIC Committee.</i></p>	Week 6
Survey Architecture	<p>Objective: To oversee design of a quantitative survey to gather input from a broad list of constituents. Tasks: Oversee the questionnaire, ensuring clarity and relevance.</p> <p>Note: Does not include involvement with list segmentation or survey send execution.</p>	Week 7
Final Analysis + Report	<p>Objective: To synthesize all feedback collected to date and bring forth the most salient points for the planning board to take into consideration.</p> <p>Tasks:</p> <ul style="list-style-type: none"> Identify and extract key themes, trends, and implications from the collected feedback. Highlight significant insights that will have the greatest impact on downtown planning. Ensure the synthesized insights are clear, actionable, and aligned with strategic goals. Provide final analysis report in a PowerPoint format to include recommended actions for the planning committee. 	Week 8