

Addendum

Addendum #1 to the Request for Proposals for the LaGrange County Comprehensive Plan that was distributed on October 29, 2020. The effective date of this Addendum is November 20, 2020. This addendum is now part of the Request for Proposals document. Any questions or comments on this addendum should be directed to Matt Brinkman, Region 3-A at mbrinkman@region3a.org

1. Communications Specialist (page 9) – The role of the communications specialist will be determined by the firm selected. You may include who will take on this role in your proposal, but it will not be included as part of the scoring criteria. One thing we ask you keep in mind with this role is reaching the Amish community. It will take non-conventional means to reach the Amish. It will be very important that they have a good plan of reaching people in non-conventional means. There needs to be a good mix of digital and traditional means of communication. There are two distinct communities, and both need to be engaged.
2. Branding (page 10) – We would like you to identify the unique features of LaGrange County. It is not expected that you develop a branding package but provide information that could be used by the County at a later date should they want to pursue a unique brand. There needs to be branding behind the rollout and communication of the comprehensive plan. A brand that would identify the plan to the community. For example, similar to Allen County's "All in Allen County" comprehensive planning effort.
3. Zoning (page 10) – You will need to list two line items for zoning in your proposal, Option A and Option B. Option A should include the components and cost of a full and complete update to the County's zoning ordinance. Option B should include the cost and components of the identification of any inconsistencies between the new plan and the current zoning ordinance. It is expected that Option B provide County officials with the information they need to update the zoning ordinance with any improvements or adjustments. We also ask that maps be provided showing where the inconsistencies would be located.
4. Recent Planning History documents (pages 5-6) – The documents are available and will be provided to any firm that specifically requests them. Region 3-A will be the primary point of contact for any firm wanting these documents.
5. Communication/engagement goals (page 6) – We ask that all populations in the county be provided equal opportunity to be involved with the development of the plan.
6. Steering Committee – There is a steering committee for this effort. The committee represents each of the municipalities along with other specific populations within the county. This committee will be a primary point of contact throughout the development of the plan. It will be vital to continue to engage the Steering Committee throughout the entirety of the process.
7. Other organizations/groups included in the process – The steering committee will be a primary point of contact for the development of the plan. Agencies assisting in this effort will be the LaGrange County Community Foundation and Region 3-A Regional Planning Commission.
8. Delivery of proposals – There will be staff onsite at the Region 3-A (217 Fairview Boulevard, Kendallville, IN 46755) office that can accept deliveries.