1. Is the city formally requesting six distinct elevation styles for each of the floor plans? Or would a more streamlined approach of 3-4 styles that cover the aesthetic range of the six historic styles be acceptable?

The City requests respondents account for the architectural nature of the City’s historic district to the best of their ability. This could include proposing different architectural elevations, a streamlined approach covering the range of styles, and/or providing for a menu of objective design standards that ADUs within the Old Escondido Neighborhood may choose to better incorporate their ADU design with their existing structure. The City acknowledged responding firms’ proposals may be limited based on cost.

2. Is the city expecting a detailed specification book, or more general material callouts for designs without manufacturer specifications? Are specifications required for interior as well as exterior?

The City requests a responding firm include in their proposed scope of work a program guide intended for the general public and those interested in constructing an ADU through the PAADU Program. For the scope of the program guide, refer to page 19 of the RFP.

Plan sets should include the necessary information needed to streamline the building permit process for applicants using the PAADU plan sets. If limitations exist due to cost, the responding firm should maximize the information (such as specifications) based on its ability to reduce obstacles and overall costs to an ADU applicant.

3. What are the city's expectations regarding the level of public involvement in design comments? What level of detail is expected, e.g., one round of comments on floor plan layouts & elevations?

The intent of the PAADU program entails providing pre-approved ADU plan sets ready for submittal to the building division for permit review and issuance with little-to-no added changes by an outside architect and/or engineer, unless requested by the City or applicant. Therefore, the City expects robust public involvement in the proposed designs, especially floor plans.

The City anticipates that before drafting of floor plans and elevations occur, the chosen consultant will engage with the community and other stakeholders (e.g., City staff, builders, etc.) for initial feedback and comment. Once the chosen consultant provides an initial draft, City staff will review and provide, at minimum, one round of comments.
4. In comparison to other resources, what does the City of Escondido have in mind for the Program Guide Manual? Could key resources & overviews be linked and serve as the detail, where such detail already exists in a credible presentation? Examples:
   - State-level guidebook: HCD ADU Handbook
   - Example ADU resource pages from other jurisdictions: County of San Diego ADU landing page and Carlsbad ADU landing page -- these examples are more along the lines of what we believe could work well, does this fall in line with City’s expectation?
   - Fully curated guidebook: La Mesa ADU Guidebook

The City expects the program guide to provide a process outline for the general public and those interested in constructing an ADU through the PAADU Program. For the scope of the program guide, refer to page 19 of the RFP. The City anticipates including references (i.e., applicable state laws, HCD guidance, etc.) for those seeking to learn more about ADU regulation and guidance. The City may look to the La Mesa ADU guidebook; however, the City would look for an abbreviated version (e.g., removing the pre-approved plans as pages, etc.).

5. Are we to prepare the publication materials (such as brochures, flyers, mailers, online images, etc.), or simply provide a detailed list of what we think is required?

The City anticipates respondents to propose preparation of the publication materials as a part of their response. However, if preparation of such materials would result in the responding firm exceeding the cost outlined within the City’s RFP, the firm should include what is feasible within cost. It behooves the responding firm to retain cost and explain within their response the reason for the limited scope of a service.

6. What are the city's expectations for the marketing of the program launch? Are we leading the scoping and planning for the launch, or is this handled by someone at the city in marketing/communications?

The City expects the consultant to work with the City’s communications staff to assist in launch. The City will create a project webpage, control social media, etc. A responding firm may propose other methods or strategies for launch as part of their response.

7. Other cities for which we are preparing pre-approved plans (Chula Vista, San Marcos) have recognized that the insurance requirement is sufficient at $1M/$2M, allowing us to pass on roughly $10K in savings to the city. Is this limit acceptable for Escondido?

The City’s insurance requirement is outlined under Exhibit 1, section 7 (pp. 12-13) of the RFP, including monetary minimums.