



COUNTY OF ALBEMARLE - DEVELOPMENT MARKET TESTING SCHEDULE



		2018															
		12-Feb	19-Feb	26-Feb	5-Mar	12-Mar	20-Mar	26-Mar	2-Apr	9-Apr	16-Apr	23-Apr	30-Apr	7-May	14-May	21-May	28-May
Week	Participants	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Key Meetings

TASK 1: INFORMATION GATHERING & PREP

Kick-off Conference Call, Review Goals, Expectations, Plan and Schedule	S, G, County
Identify property owners and target developers	S, G, County
Develop marketing piece, questionnaire and talking points	S, G
Conference Call w/County Staff	S, G, County
Review, refine and approve marketing piece, questionnaire and talking points	S, G, County

TASK 2: OUTREACH & PREMARKETING

Outreach to Property Owners and Developers, arrange meetings/calls	S
Conference Call w/County Staff	S, G, County
Property Owners/Developer Meetings & Follow-ups [includes margin of time for scheduling uncertainty]	S, G
Conference Call w/County Staff	S, G, County
Deliver draft and final memo/report to County Staff	S, G
Conference Call w/County Staff	S, G, County
Deliver draft and final presentation to County Staff	S, G
Presentation to Board of Supervisors	S, G

● Call

● Call

● Call

● Call

● Call

● TBC

● Date TBC - BOS Mgt Presentation