

**AMENDMENT NO. 1
TO AGREEMENT NO. 2025-0198-GM/BT**

THIS AMENDMENT is made this **30th** day of **April**, 2026, between **Santa Fe County** (the “County”), and **PlaceMakers, LLC**, 5136 Sevilla Ave., Albuquerque, New Mexico 87120 (the “Contractor”).

WHEREAS, the County and Contractor entered into Agreement No. 2025-0198-GM/TJ (the “Agreement”) on June 9, 2025 to provide consultation services for the Public Participation Plan and complete updates to the Sustainable Growth Management Plan and Sustainable Land Development Code for the County; and

WHEREAS, Article 14 (Amendment) of the Agreement allows the parties to amend the Agreement by an instrument in writing signed by the parties; and

WHEREAS, by this Amendment No. 1 the parties agree to amend the Agreement to extend the term to June 9, 2027 and increase the compensation payable to the Contractor.

NOW, THEREFORE, the parties agree to amend the Agreement as follows:

1. Article 1 (Contractor’s Services): insert a subparagraph E to read:
 - E. By Amendment No. 1 and pursuant to Article 2.B (Additional Services), the Contractor will continue to perform the services described above, and for the term that begins June 9, 2025, Contractor’s Services will include services described in the Contractor’s proposal dated March 25, 2026, Website & Communication Collateral and Engagement Tool Design Services (see Attachment B).

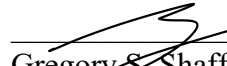
2. Article 3.A.1 (Compensation, Invoicing and Set-Off): insert a subparagraph a to read:
 - a. By Amendment No. 1 the compensation payable to the Contractor is increased by the sum of \$46,087.00. The compensation payable to the Contractor for the term of this Agreement will not exceed **\$161,512.00**, *exclusive* of NM GRT.

3. Article 4 (Effective Date and Term): insert a subparagraph A to read:
 - A. By Amendment No. 1 the term is extended to June 9, 2027.

4. All other provisions of the Agreement not specifically amended or modified by this Amendment No. 1 will remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment as of the date of last signature by the parties.

SANTA FE COUNTY:

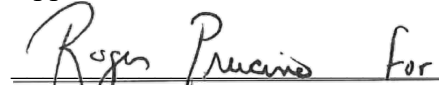


Gregory S. Shaffer
Santa Fe County Manager

4/30/2026

Date

Approved as to form:



Walker Boyd
Santa Fe County Attorney

4-23-26

Date

CONTRACTOR – PLACEMAKERS, LLC.



Signature

4-28-2026

Date

ATTACHMENT B



5136 Sevilla Ave NW
Albuquerque,
New Mexico 87120
(505) 332-9561

placemakers.com

March 25, 2026

Herbert Foster
Planning Team Leader
Santa Fe County Growth Management
240 Grant Ave
Santa Fe, NM 87501
RE: Request for Contract Extension – Agreement No. 2025-0185-
GM/TJ
Project: Public Participation Plan

Dear Mr. Foster,
Please accept this letter as our formal written proposal for a contract extension of \$49,860.37 for work to be completed no later than June 30, 2026.

Details of the proposed scope of work and budget amounts are on the following pages.

Please let me know if you have questions of need additional information.

Sincerely,



Susan Henderson
Managing Principal
PlaceMakers, LLC
susan@placemakers.com

Extension #1 Budget and Scope - Santa Fe County Sustainable Growth Management Plan

Overview

Hourly Rates

Susan Henderson	\$	246.25
Scott Doyon	\$	246.25
Jennifer Hurley	\$	246.25

Task Budget

	Fee with Expenses	GRT	Total
Task 1: Website & Communications Collateral	\$ 20,437.00	\$ 1,673.28	\$ 22,110.28
Task 2: Engagement Tool Design	\$ 25,650.00	\$ 2,100.09	\$ 27,750.09
Total	\$ 46,087.00	\$ 3,773.37	\$ 49,860.37

Notes: Hourly rates include all expenses except NM GRT per RFP/contract instructions.
Includes website domain, hosting, and accessibility functions for 1 year.

Overview of Scope Items

Task 1: Website & Communications Collateral

Website

Develop a Wix-based project website, including strategy, site architecture and content planning, visual design and branding, building and configuring site, integrating public participation tools such as a comment mechanism, implementing ADA-accessibility, conducting testing and quality assurance, and launching the site.

Collateral Templates

Design a coordinated set of reusable templates that may include public meeting flyers (print and digital formats), postcards or mailers, sign-in sheets, comment forms, presentation slide design, social media graphics

Task 2: Engagement Tool Design

Partner Grant Program

Support the launch of the Partner Grant program by developing the grant application form and criteria for evaluating applications for selection and by participating with staff in reviewing applications

Meeting in a Box

Develop the meeting-in-a-box concept memo, facilitator guide, and participant handouts

Online Survey

Develop the questions for the first online survey and assist staff in identifying the right fit platform for distribution

Design for Workshop #1

Develop the materials needed for Workshop #1, including workshop concept memo; detailed meeting plan with timed agenda, activity instructions, logistics needs, and equipment and supply lists; and work with staff to develop handouts, boards, and/or slides.

Task 1: Website and Communications Collateral

Project Website Development Narrative

We will create a dedicated Wix-based project website to serve as the central hub for information and public engagement throughout the Sustainable Growth Management Plan process. The site will provide clear, accessible updates while supporting meaningful community participation.

Work will begin with alignment on goals, audiences, and user experience, followed by development of a clear site structure that organizes planning information into intuitive, easy-to-navigate pages. Website messaging and copy will be drafted or refined in coordination with County staff to ensure clarity and consistency.

The design will align with Santa Fe County brand standards and be fully mobile-responsive. Within Wix, we will build the site and integrate key tools such as surveys, meeting information, comment submission, and a document repository. Accessibility will be prioritized through ADA-aligned design and formatting.

After testing and a County review cycle, we will finalize content and coordinate public launch, delivering a streamlined digital home that supports informed participation and public trust.

Scope of Work

Wix-Based Project Website Development

Santa Fe County Sustainable Growth Management Plan

1. Project Initiation and Strategy

- Clarify goals, audiences, timeline, and success metrics
- Define website purpose, key messages, and user experience
- Identify applicable integrations (survey tools, email subscribers, etc.)
- Develop sitemap
- Establish accessibility and compliance standards

2. Site Architecture and Content Planning

- Develop site map outlining primary and supporting pages
- Identify content needs (text, graphics, downloads, maps, FAQs, etc.)
- Draft or refine website copy in coordination with County staff

- Develop FAQ framework to support public understanding

3. Visual Design and Branding

- Design website within Wix platform consistent with Santa Fe County brand standards (including typography, color palette, and imagery style)
- Develop visual identity elements specific to the Plan (if needed)
- Ensure mobile-responsive design across devices

4. Website Development (Wix Platform)

- Build site structure within Wix
- Configure navigation, menus, and pages
- Upload and format content
- Embed maps, documents, timelines, or other interactive elements
- Configure contact forms and subscription tools
- Set up blog/news update functionality
- Configure multilingual capabilities (if requested)

5. Engagement and Public Participation Tools

- Integrate survey or feedback tools as determined
- Embed public meeting scheduling information
- Create document repository for drafts and technical materials
- Set up comment submission mechanism

6. Accessibility and Compliance

- Implement ADA-aligned design practices
- Ensure readability and user-friendly formatting
- Optimize for screen readers and alternative text

7. Testing and Quality Assurance

- Cross-browser and device testing
- Functional testing of forms and integrations
- Internal review and revision period
- County review and refinement cycle

8. Launch

- Final content upload and quality check
- Site launch coordination

Deliverables: Website

Statement of Work

Public Engagement Collateral Template Development

To support consistent, recognizable, and effective outreach throughout the Sustainable Growth Management Plan process, we will develop a suite of branded collateral templates for use across public engagement activities.

The work will begin with alignment on outreach needs, distribution channels, and target audiences. Based on this direction, we will design a coordinated set of reusable templates that reflect Santa Fe County brand standards and, where appropriate, establish a clear visual identity specific to the Plan.

Templates may include, but are not limited to:

- Public meeting flyers (print and digital formats)
- Postcards or mailers
- Sign-in sheets
- Comment forms
- Presentation slide design
- Social media graphics

All materials will be designed for clarity, readability, and accessibility, with careful attention to hierarchy of information, inclusive language, and ease of adaptation for future events.

The result will be a cohesive, easy-to-deploy toolkit that strengthens brand recognition, reinforces key messaging, and ensures professional, consistent communication throughout the planning process.

Deliverables: Collaterals Package (list of templates to be developed will be mutually agreed upon at start of work)

Task 2: Engagement Tool Design

Partner Grant Program

We will support the launch of the Partner Grant program by developing the grant application form and criteria for evaluating applications for selection. We will also provide guidance as staff review and evaluate applications.

Deliverables: Partner Grant Application, Application Evaluation Guide

Meeting in a Box

A key engagement tool in the engagement plan is for staff to work with Community Partners, including grantees and others, to host engagement events in existing community meeting and event settings. We will develop the meeting-in a box concept memo, the facilitator guide, and the participants handouts to support this activity. The purpose, activities, and input solicited through the meeting-in-a-box will be aligned with those of the online survey and Workshop #1.

Deliverables: Facilitator Guide, Participant Handouts

Online Survey

We will develop the questions for the first online survey and assist staff in identifying the right fit platform for distribution. The questions will be aligned with the purpose and input solicited through the Meeting-in-a-Box and Workshop #1 activities.

Deliverables: Survey Questions

Design for Workshop #1

We will develop the materials needed for Workshop #1, including the workshop concept memo; a detailed meeting plan with timed agenda, activity instructions, logistics needs, and equipment and supply lists; and work with staff to develop handouts, boards and/or presentation slides. PlaceMakers will develop materials directly related to input activities. SFC will provide mapping or other graphics needed to explain existing conditions. The purpose, activities, and input solicited through Workshop #1 will be aligned with those of the online survey and the meeting-in-a-box.

Deliverables: Workshop Meeting Plan, Handouts and/or Slides to Support Workshop Activities

Schedule

All work for Extension #1 to be completed no later than June 30, 2026.