



MONROE CITY COUNCIL

Agenda Bill No. 19-050

SUBJECT:	<i>Vision 2050 Request for Proposals (RFP)</i>
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
02/26/2019	Administration	Deborah Knight	Deborah Knight	Final Action #3

Discussion: 01/28/2019; 2/19/2019; 02/26/2019
Attachments: 1. Vision 2050 Draft Request for Proposal

REQUESTED ACTION: Review the Vision 2050 Draft Request for Proposal (RFP); and provide direction to the Mayor and City Staff to issue the RFP.

POLICY CONSIDERATIONS

The City Council discussed whether to revisit City core values, vision statement, and mission at the council workshop on January 28, 2019. The City Council considered several alternatives and elected to invite community input on core values, mission, and vision through public meetings or other outreach efforts beginning in the third quarter of 2019 and finishing in the first quarter of 2020.

In order to achieve this timeline, City Staff have prepared a draft Vision 2050 Request for Proposals (RFP) inviting consultants to conduct a city-wide visioning process. Consultants would work with the City’s diverse population, business leaders, community members, Chamber of Commerce, local school district, businesses and other community organizations to facilitate a community driven visioning process.

The policy question for the City Council is whether the goals, scope of work and schedule outlined in the draft RFP (Attachment 1) will achieve the outcomes discussed at the January 28, 2019, workshop.

DESCRIPTION/BACKGROUND

At its January 28, 2019 workshop, the City Council expressed a desire to revisit the city vision, mission and core values in 2019. The Council envisioned a process that included a blend of involvement and collaborative approaches that would engage those community members that typically are not engaged in civic or community dialogue. The desired outcome is a vision statement of our future for our community, from our community.

Under the scope of work described in the Request for Proposal process, specific visioning goals could serve as a framework for a future strategic planning process. This visioning process would also include a method for updating, maintaining and evaluating the vision and strategic plan.

In anticipation of this project, the City Council may want to direct the Mayor to form a steering committee confirmed by the City Council. The steering committee would represent a broad cross section of the Monroe stakeholders and oversee the development of a recommended vision statement for City Council consideration.

The draft request for proposal outlines the following goals for Vision 2050:

- Help the City of Monroe articulate what it wants to be in the future, and how the City can position itself to achieve its future potential while still retaining its unique qualities.
- Encourage engagement and spark the interest and excitement of residents, business owners, partners, visitors, City leaders, and staff in the future potential of the City.

- Generate new ideas and discussion about the built environment, sustainability, sense of place, and the City’s overall identity.
- Facilitate the revision of the City’s Vision, Values, and Mission.
- Foster a sense of cohesion around the City’s strategic direction.
- Transform the conceptual goals of the visioning process into realistic, achievable targets.
- Support periodic review and adjustment to reflect progress towards goals.

FISCAL IMPACTS

The request for proposals requires each proposer to provide a not-to-exceed cost for all work described under the scope of work broken down by project component. Consultants are encouraged to submit suggestions for cost savings and other ways of promoting cost efficiencies and to highlight any tradeoffs inherent in the suggested alternatives.

The City Council discussed splitting the work across two budget cycles (2019 and 2020). Hiring a consultant to assist the City with revisiting the vision statement, core values and mission is not included in the 2019 budget. Under the City’s purchasing policies, the city council will need to approve a professional services contract.

TIME CONSTRAINTS

The City Council discussed starting the process in June and finishing in the first quarter of 2019. Under the draft RFP schedule the Council would award a contract on May 15, 2019, which would allow time to schedule public outreach during the summer and fall. Input and feedback would be refined in late 2019 and delivered to the City Council with recommendations from the Planning Commission, Parks Board, and Economic Development Advisory Board in January and February. A final discussion and approval by City Council would be scheduled in March 2020.

RFP Advertised:	March 4, 2019
RFP Response Deadline:	March 29, 2019 (5:00 PM)
Interviews (if necessary):	April 15 – 19, 2019
Consultant Selection:	April 23, 2019
Contract Authorized:	May 14, 2019
Commence Project:	May 15, 2019
Contract Term:	May 15, 2019-March 31, 2020

ALTERNATIVES

The City Council may want to make suggested changes to the goals, scope of work, timeline, and evaluation criteria.

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Introduction

The City of Monroe (City) invites consultant proposals to conduct a city-wide visioning process (Vision 2050). Consultants will work with the City's diverse population of community members, Chamber of Commerce, school district, businesses, and non-profit organizations to facilitate a community driven visioning process.

The City of Monroe completed a six-year strategic plan and now intends to update the community's vision, core values and mission statement to compliment these efforts and help guide future City resources. The City needs this visioning process to be a collaboration amongst many of the organizations within the community, spreading the responsibility for implementation among a variety of agencies and groups. This visioning process would also include a method for updating, maintaining and evaluating the vision and vision action plan.

Summary

The City of Monroe intends to complete Vision 2050 with an anticipated timeline of less than twelve months. The process must include extensive, diverse and effective engagement of the public and key stakeholders within the community. The intended outcomes include:

- Identifying and analyzing emerging trends and community issues,
- Articulating core community values,
- Developing a vision statement of the City's ideal future based on community input
- Clarifying the City's role and its mission based on community vision and core values.
- Establishing a vision action plan to implement the vision; and
- Defining a method to revisit and update the vision and vision action plan.

Schedule

The schedule for the selection of a project consultant team is as follows:

RFP Advertised:	March 4, 2019
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Submittals

Completed proposals should be addressed to:

Elizabeth Adkisson
 City Clerk
 806 W. Main Street
 Monroe, WA 98290

Proposals must arrive at this address no later than 4:00 PM, Friday, March 29, 2019.

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Interested firms shall submit seven (7) copies of their proposals. Combination of digital and hard copies is preferred. The City of Monroe reserves the right to request additional information following a review of the initial submission.

Questions regarding the RFP should be directed to City Administrator, Deborah Knight at dknight@monroewa.gov.

Goals

The City envisions Vision 2050 will:

- Help the City of Monroe articulate what it wants to be in the future, and how the City can position itself to achieve its future potential while still retaining its unique qualities.
- Encourage engagement and spark the interest and excitement of residents, business owners, partners, visitors, City leaders, and staff in the future potential of the City.
- Generate new ideas and discussion about the built environment, sustainability, sense of place, and the City's overall identity.
- Facilitate the revision of the Community Vision, Core Values, and Mission.
- Foster a sense of cohesion around the City strategic direction.
- Transform the conceptual goals of the visioning process into realistic, achievable targets.
- Support periodic review and adjustment to reflect progress towards goals.

Project Description

The Consultant will facilitate a community visioning process. This process will consist of public meetings, stakeholder group sessions, outreach forums, online survey(s), social media, information booths at local events, discussions with City leaders and staff, and other forums appropriate for outreach and public input.

The City is looking for a blend of involvement and collaborative approaches that will engage those community members that typically are not engaged in civic or community dialogue.

The desired outcome is a vision statement of our future for our community, from our community.

Specific visioning goals may serve as a framework for a future strategic planning process.

This visioning process would also include a method for updating, maintaining and evaluating the vision and vision action plan.

In anticipation of this project, the Mayor may form a steering committee confirmed by the City Council. The steering committee would represent a broad cross section of Monroe stakeholders and oversee the development of the community's vision, core values and mission statement.

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Scope of Work

The successful proposal will:

- Include customized strategies that will be effective within the political and social environment of the community;
- Link the process and outcomes with current and upcoming planning efforts and decision making processes among a variety of organizations within the community;
- Effectively carry out a variety of public outreach methods and activities;
- Use a variety of media, activities and methods to capture, focus and engage citizens, decision makers and other key players; and
- Develop and manage the process to achieve outcomes perceived as balanced and authentic by as many community stakeholders as possible.

Effective Collaboration and Project Management

Produce the final products and accomplish the project objectives and outcomes in close collaboration with city staff and the steering committee.

Attend steering committee meetings, develop materials, make presentations and produce reports and other documents of key activities and findings.

Develop and make presentations to appointed and elected officials and a wide variety of community groups.

Design, manage and implement public involvement and outreach strategies and revise these if necessary to meet project objectives and achieve outcomes.

Attend a variety of community events.

Work with city staff, steering committee and other stakeholders to develop key messages, implement media-related strategies and refine or reframe those if necessary.

Advise city staff, decision-makers and other key stakeholders regarding media relations and other primary activities. Provide other consulting services relating to the scope of work, such as, meeting facilitation and management, technical analysis, synthesizing information and project management.

Develop a Communications Plan

The Communication Plan should link with the public outreach and project outcomes and involve key players through the entire process.

This would include marketing and other methods of publicity necessary to increase recognition, build credibility and deepen understanding of the process, its objectives and outcomes within the community. Such approaches may include use of video, print and social media to deliver information to a diverse community in a variety of ways.

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Develop an Outreach Plan

Develop a plan to engage, involve and collaborate directly with the public, including youth and other community stakeholders throughout the entire process. This would consist of innovative or other effective ways to engage community members that do not normally participate.

Analysis and Findings

Compile and analyze relevant data, identify and evaluate issues, values and concerns held by the community. Identify current, emerging and projected trends and evaluate potential impacts, constraints and opportunities.

Prepare the Core Values Statement

A “core values” statement would be one of the intended outcomes of the Communication and Outreach Plans. This piece should include an accompanying narrative explaining its development and other relevant information that can serve to deepen understanding and create lasting value.

Develop the Community Vision Statement

Develop a Community Vision Statement based on the Core Values Statement, and extensive public input.

Maintenance of Vision Statement and Vision Action Plans

Recommend mechanisms and timeframes for community partners to gather and maintain focus on the vision, core values and mission statement.

In addition to the items listed above, all data, analysis, multi-media materials, master copies (hard and digital) of final products and all other relevant documentation shall be provided to the City in its original format (Word, Publisher, PowerPoint, In-Design, etc.) for project files.

Additive Alternatives

Consultants are encouraged to submit a core proposal that addresses the Scope of Work defined with this Request for Proposals. Consultants may also propose additive alternatives to the Scope of Work that they believe would significantly improve the project outcomes. In addition, the City is looking for cost saving measures throughout the process. Consultants are encouraged to submit suggestions for cost savings and other ways of promoting cost-efficiency, and to highlight any tradeoffs inherent in the suggested alternatives. Both the core proposal and any additive alternatives should include a clear description of the work, reasoning for consideration and a fee proposal.

Partnership Opportunities

Partnership Opportunities – Lead Consultant: The City recognizes that our needs in this project may require the services of experts with specific skills or from various disciplines. To that end we anticipate possible partnerships among Consultants. It is important that a lead Consultant be identified and all participating Consultants and team members be identified in the Consultant proposal.

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Format Requirements

To be considered, a completed proposal must be submitted on time.

Proposals should be succinct (maximum 15 pages, 10pt font) and well-organized, and provide a not-to-exceed cost for all work described under the Scope of Work broken down by project component. Consultants are encouraged to submit suggestions for cost savings and other ways of promoting cost-efficiency and to highlight any tradeoffs inherent in the suggested alternatives.

Resumes, professional references and other background material may accompany the proposal as attached appendices.

At minimum, the proposal should have the following sections and information:

1. Cover Letter: Provide federal tax identification number, statement of ability to complete the project given current workload, cite any conflicts of interest, and a 90-day guarantee on proposal terms.
2. Consultant Qualifications: Provide an overview of qualifications for all members of the consultant team including but not limited to type of firm and relevant project experience.
3. Project Team: Provide a list of key individuals and staff assigned to this project describing their role and brief description of relevant experience. Include an organizational chart illustrating key personnel, their project assignments and management flow.
4. Approach: Describe how the consultant team will complete the Scope of Work including a detailed schedule. The visioning process must include a variety of interactive public involvement activities. Those submitting proposals are encouraged to suggest revisions to the Scope of Work of this RFP if it is felt the final project could be improved. All suggested changes should be supported with a brief written explanation.
5. Budget: Provide a not-to-exceed cost proposal for all work described under the Scope of Work broken down by project component. This should include a detailed breakdown of Consultant hours per task, hourly rates for all team members (including clerical), budget allocations for each firm, and direct expenses.
6. Appendices (not part of 15-page limit): Resumes of key Consultant staff members and firm references from at least three similar projects including community visioning and/or strategic planning. The reference list should include the name, address, telephone number, title of project, and description of the work performed. For each sub-consultant, provide references from at least three similar projects that can substantiate their relevant experience.

Evaluation Criteria

The following criteria will be used by the selection committee to evaluate each proposal. Incomplete proposals not meeting the above requirements will be considered nonresponsive.

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1. Project Understanding - Maximum Score: 10 points

A clear understanding of the nature and objectives of Vision 2050.

2. Consultant Team Qualifications - Maximum Score: 30 points.

The Consultant team has the experience, professional skills and resources needed to provide the services to undertake the project successfully and on schedule. Professional references may also provide strong indication of consultant team capabilities.

3. Approach - Maximum Score: 30 points

The Consultant team demonstrates an approach which has an effective and clear decision-making process, links all aspects of the scope of work, successfully integrates technical and public involvement activities, completes the project on schedule, offers creative and unique public involvement approaches or tools, and offers cost-efficiencies.

4. Budget - Maximum Score: 20 points

The total maximum not-to-exceed budget is to be representative of the Scope of Work defined within this RFP and proposed by consulting firm. Any additional tasks listed outside of the maximum limit will be considered in cost and hours.

5. Proposal Clarity - Maximum Score: 10 points

The proposal is clear and presented in a professional and understandable form. The proposal responds to the format requirements and evaluation criteria. The selection committee will review all proposal materials and may confer with professional references identified by proposing Consultant teams.

Project Contract

The selected Consultant will be required to use the City of Monroe Professional Services Agreement, see Attachment "A", and accept all language contained within. Any Proposer that has significant reservations concerning using this agreement should not submit on this request.

Evaluation of Proposals

Proposals will be evaluated based primarily on how well the Consultant's services meet the City's objectives. The City does not intend to enter into an agreement solely on the basis of a submitted proposal or otherwise pay for the information solicited or obtained. Subsequent procurement, if any, will be in accordance with appropriate city contractual action. Noncompliance with any condition of this proposal may result in a recommendation to the City Council that the Proposer be disqualified.

Rejection of Proposals

The City of Monroe reserves the right to reject any and all proposals and to waive irregularities and informalities in the submittal and evaluation process. This Request for Proposals does not obligate the City to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the Request for Proposals does not obligate the City to accept or contract for any expressed or implied services.