

April 06, 2022

RFP#CED04062022



City of Hyattsville – RFP



Request for Proposal

Community Planning Facilitation
and Strategic Planning Consulting
Services

City of Hyattsville

4310 Gallatin Street
Hyattsville, MD 20781

Table of Contents

REQUEST FOR PROPOSAL	1
BACKGROUND AND OBJECTIVE	1
RFP SOLICITATION SCHEDULE	1
RECORDS & REPORTS	2
PRE-BID CONFERENCE	2
SCOPE OF PROPOSAL.....	3
COMPENSATION FOR SERVICES (FEE)	3
EVALUATION CRITERIA AND SELECTION PROCEDURES	4
GENERAL CONDITIONS FOR PROPOSALS.....	4
SUBMISSION OF QUALIFICATIONS	5
TECHNICAL BID SECTION.....	5
SEALED DOLLAR BID SECTION.....	6
EVALUATIONS OF PROPOSALS AND AWARD OF CONTRACT.....	6
PRICE TO REMAIN FIRM.....	6
AMENDMENT OR CANCELLATION OF THE RFP	6
PROPOSAL MODIFICATIONS.....	6
SUSPENSION AND/OR DEBARMENT	6
PRESENTATION OF SUPPORTING EVIDENCE.....	6
ERRONEOUS DISBURSEMENT OF FUNDS.....	7
PROPOSAL PREPARATION COSTS.....	7
THIS SOLICAITION IS NOT A CONTRACT	7
SUB-CONTRACTORS	7
LEGAL TERMS.....	7

REQUEST FOR PROPOSAL

The City of Hyattsville, Maryland invites sealed responses to Request for Proposal (RFP) #CED04062022, for community planning facilitation and strategic planning services.

The City is updating its Community Sustainability Plan, a strategic planning document that identifies community priorities through a comprehensive community planning effort. The Plan is generally comprised of a Strengths, Weakness, Opportunities & Threats (SWOT) Analysis, Community Visioning & Prioritization and Strategic Planning sections. The City's most recent version, 2017-2021, provided the foundation for this effort. A copy of the previous Plan, along with links its Progress Reports 2018-2022 are included as attachments to this solicitation.

The purpose of this solicitation is for the City of Hyattsville to select a consultant to assist the City in facilitating community planning sessions, performing data collection & analysis and providing a community debrief.

BACKGROUND AND OBJECTIVE

The City of Hyattsville is a Smart-Growth community making it a prime candidate for assistance offered by the State of Maryland and the Federal Government for investment. Hyattsville is located only one mile from Washington DC and is approximately 2.7 square miles of historic and urban residential, commercial, industrial and high-density mixed-use residential/commercial/office and development. The residential neighborhoods of Hyattsville were a short time ago, one of the community's best-kept secrets, however in more recent years, the local housing market has become very sought after.

The City of Hyattsville has convenient access to transit and transportation options for residents and visitors. We are located on the Metro's Green and Yellow line, served by two stations: West Hyattsville and Hyattsville Crossing. In addition to Metro, the City is traversed by an excellent network of roads, buses, freight transportation, and rail services including THE BUS, AMTRAK, and MARC. We are also located near the region's three airports: Baltimore Washington International, Reagan National (accessible via Metro) and Dulles.

The City of Hyattsville is in close proximity to the University of Maryland campus at College Park as well as many other private and public colleges and universities. Public and private schools for all age groups include Northwestern High School and the nationally recognized DeMatha Catholic High School.

Since 2000, the City has experienced significant population growth and commercial revitalization. The success of the community has been intentional and attributed to a variety of factors including the City's focus on reinvestment in public infrastructure, prioritization of walkable transit-oriented development, high quality public services and proximity to Washington DC. With a raised profile, the City's efforts are now focused on addressing the challenges that come with being a successful destination community. The document that results from this effort will serve as the community's strategy

RFP SOLICITATION SCHEDULE

The following RFP solicitation schedule is intended to provide a general overview of the solicitation process to those interested in preparing a proposal. These durations and dates are for information purposes only and the City reserves the right to revise any of the durations and to terminate and/or to not initiate any and/or all of the solicitation steps.

April 06, 2022: Solicitation Issuance
April 20, 2022: Pre-Bid Conference Call
June 10, 2022: Question Period Concludes
June 23, 2022: Bids Due
June 27, 2022: Evaluation Period Commences
June 30, 2022: Notification of Selection of Top Proposals
July 11-12, 2022: Interviews of Top Firms (virtual)
July 13, 2022: Evaluation Period Concludes
July 14, 2022: Notice of Recommended Firm
July 18, 2022: City Council Approval
July 25, 2022: Notice to Proceed

The City intends to select the top few firms through this solicitation process to perform an online interview in which the firm will be required to present its facilitation methodology, engagement tactics, and overall approach. The firm determined to best meet the needs articulated in this solicitation will be recommended the award of a contract by the City Council. The firm selected through this solicitation will be required to be available to participate in the Community Visioning and Prioritization sessions scheduled for fall 2022 (see dates listed on Pg. 3- "Scope of Proposal").

RECORDS & REPORTS

The City will require the firm to maintain an original set of records on work performed including dates, property address, specific work performed and Contract employees. The City will be provided a duplicate set of records, but upon request may require the firm to provide specific records for the purpose of confirming City records or use in litigation.

PRE-BID CONFERENCE

The City will provide firms with a pre-bid conference call on Wednesday, April 20, 2022. The purpose of the pre-bid conference is to provide the opportunity to ask questions regarding the procurement of services and solicitation document, and will be informed about progress updates from the previous Sustainability Plan 2017-2021. Participation in this call is not required, but we require that firms register in advance if they intend on participating. Participants will be emailed the pre-bid conference call-in information by latest at the close of business on Tuesday, April 19th.

Date: April 20, 2022

Time: 10:00 a.m. - 11:00 a.m. EST

RSVP: jchandler@hyattsville.org

Jim Chandler, Director of Community & Economic Development, City of Hyattsville

SCOPE OF PROPOSAL

Through this solicitation, the City will procure the services of a consultant to assist in the development of the City’s Community Sustainability Plan, a strategic planning document that identifies community priorities through a comprehensive community planning effort. The Plan will generally comprise a Strengths, Weakness, Opportunities & Threats (SWOT) Assessment, Community Visioning & Prioritization and Strategic Planning sections. The City’s most recent version, 2017-2021, provided the foundation for this effort and copy of the previous Plan, along with links to Progress Reports, is included as an attachment to this solicitation.

The firm selected through this solicitation will serve on a project team and will primarily be responsible for assisting the City in: **graphics/branding and template creation, facilitating community planning sessions, performing data collection & analysis, providing a community debrief, and assisting with the content development for the published Plan.** All printing and final Plan publication will be taken care of in-house by the City.

The point of contact for the selected firm will be required participate in-person at public sessions directly related to this project. The City intends for these sessions to be a combination of in-person and virtual participation. A selection of dates has been tentatively scheduled in the table below:

<i>*Please note that <u>more dates than necessary have been reserved</u> to allow greater flexibility when scheduling with the selected firm.</i>		
Selected Dates for Community Visioning sessions (2 in-person and 1 virtual)	<ul style="list-style-type: none"> • September 27, 2022 • September 28, 2022 • October 1, 2022 • October 11, 2022 • October 12, 2022 	<u>*IMPORTANT!</u> When drafting hourly rates in their Sealed Dollar Bid, applicants must <u>only budget community session work for a total of 5 sessions.</u> Again, not all dates listed in this table will be scheduled.
Selected Dates for Community Prioritization sessions (1 in-person and 1 virtual)	<ul style="list-style-type: none"> • November 8, 2022 • November 9, 2022 • November 15, 2022 • November 16, 2022 	

The dates provided may be slightly modified based on the methodology of the firm selected.

It is the responsibility of the responding firms and selected firm to have read and reasonably understood the previously published Community Sustainability documents including the 2017 – 2021 Community Sustainability Plan and the Appendix (May 2017) as well as progress reports issued 2018-2022. The City of Hyattsville’s staff is conducting the Strengths, Weaknesses, Opportunities & Threats (SWOT) Assessment and will provide the document to the selected firm as part of the Notice to Proceed. In addition to the SWOT Assessment, the City will be responsible for scheduling and meeting coordination, GIS data development and mapping, production and publishing of the Plan.

COMPENSATION FOR SERVICES (FEE)

The City intends to enter into a professional services contract(s) for the proposed project term. Compensation for the services rendered, will be based upon a contract and is **not to exceed \$40,000 in fees** provided in the response to this proposal. The compensation for goods and services solicited in this proposal should be represented by the following:

- Developing a Graphics and Branding Package for Sustainability Plan Update 2022-2026
- Facilitate Community Visioning Sessions
- Data Collection & Assessment: Develop methodology for community input during community planning sessions, data assessment and report out
- Community Reporting & Prioritization Sessions
- City Council Presentation
- Project Updates: Participate in conference calls to discuss project status
- Document Review: Participate in the project team's development of the Plan and provide recommendations
- Travel Reimbursement: Not to exceed 15% of total contract value

The City's Communications Department will be responsible for advertising the Community Sessions and will be managing other platforms for data collection during the Sustainability Plan update process. This data will be shared with the selected firm.

EVALUATION CRITERIA AND SELECTION PROCEDURES

Evaluation Criteria:

Selection of successful firm will be based upon the submission required in this section. The firm is required to provide responses to each of the following:

- Effectiveness and creativeness of the proposed community engagement methodology for individuals participating in the community visioning sessions.
- Letter of commitment from the firm that all services detailed in this solicitation and further detailed in the firm's proposal will be available starting July 25th, 2022.
- Acknowledgement of the City's project schedule
- Statement advising the City of Hyattsville of the firm's scheduled, contracted or prospective, commitments to other clients. The firm is responsible to advise the City if there are any time commitments and/or conflicts that would alter the current project schedule.
- Two (2) Quality of Work Samples detailing similar work in which the responding firm participated. The response must specify the firm's role as either the lead contractor or sub-contractor.
- References: Point of contact information of three (3) clients
- The City will base the selection of firms on documentation submitted in both the Technical Proposal and breakdown of contract hours included in the Sealed Dollar Bid Proposal.

Selection Procedures:

- The City of Hyattsville will review all submissions and select the top firms receiving the highest scores in the evaluation process;
- The firms receiving the highest score will be invited to participate in a virtual interview with the City (date, time, and location of the interview will be determined) and provide an overview of their proposed facilitation techniques and engagement methods.
- Following the firm interviews, the selection committee will provide a recommendation to the City Council.
- The City Council will select the firm and authorize the staff to proceed with negotiation and execution of an agreement. If the City is unable to agree to terms with the selected firm, the City will consider negotiating and executing an agreement with the firm the received the second highest evaluation.

GENERAL CONDITIONS FOR PROPOSALS

Failure to read the (RFP) and comply with its instructions will be at the firm's own risk. Corrections and/or modifications received after the closing time specified in this RFP will not be accepted. The proposal must be signed by a designated representative or officer authorized to bind the firm contractually. Submission of a signed proposal to the City will be interpreted to indicate the firm's willingness to comply with all terms and conditions set forth herein.

SUBMISSION OF QUALIFICATIONS

The RFPs will be received by the City Clerk, no later than **4:00 pm, Thursday, June 23, 2022**, and shall be submitted via email to: rfp@hyattsville.org

For additional information regarding the services specified in this request for qualifications, please also contact the solicitations team via email at rfp@hyattsville.org. Questions specific to this solicitation will be accepted until 5:00 PM on Friday, June 10, 2022. If warranted, the City will send an addendum to RFP based on questions received.

TECHNICAL BID SECTION

A firm responding to this Request for Proposal (RFP) for "Community Planning Facilitation and Strategic Planning Consulting Services" must submit a technical proposal prepared in accordance with the guidelines stated in the RFP. Failure to comply with these requirements will result in a disqualification of the application. **The Technical Bid must include all of the following information:**

Overview Document:

- The name of the firm, managing principal/executive director;
- The firm's principal place of business;
- The firm's tax status, company structure and board of directors;
- Identification experience and role of key individuals in the management team and proposed Account Representative to serve as the City's point of contact.
- Identification of any proposed sub-contractors
- One to two-page summary of three (3) community planning/facilitation projects within the past 5 years:
 - Project purpose timeline
 - Specific services provided to client(s) by firm and/or subcontracted
 - Deliverable(s)
 - Short-term and long-term project outcomes
 - Contact information for relevant client personnel

Work Samples:

- Two work samples of fully completed community planning/facilitation projects completed by the responding firm within the past two (2) years.

Letter of Commitment:

- A signed Letter of Commitment from the firm that all services detailed in this solicitation and further detailed in the firm's proposal will be available by July 25th, 2022, provided a Notification of Award and agreement are executed by that date.

Firms must submit these documents as **PDF file attachments via email to rfp@hyattsville.org**. Firms will be evaluated, rated and/or ranked, based on information provided in their proposal.

SEALED DOLLAR BID SECTION

Firms must submit a separate **Sealed Dollar Bid as a separate PDF**. Firms must **submit this, along with other file attachments, via email to rfp@hyattsville.org**. Each firm will be evaluated, rated and/or ranked, based on information provided in their proposal. The Sealed Dollar Bid Proposal must include the following information:

- Summary of project hours by activity
- Fee schedule for firm's personnel assigned to the project
- Travel Reimbursement: Not to exceed 15% of total contract value.
- Fee schedule for additions services offered by the responding firm.

EVALUATIONS OF PROPOSALS AND AWARD OF CONTRACT

The RFPs will be publicly opened and read on, **Monday, June 27, 2022 at 10:00 AM** in the Prangley Room of the **City of Hyattsville's Municipal Building, 4310 Gallatin Street, Hyattsville, Maryland**.

Proposals from all firms meeting the minimum qualifications detailed in this solicitation will be reviewed and evaluated. The firms best meeting the experience and approach will then be selected for interviews.

The City reserves the right to reject any and all RFP submissions and further reserves the right to re-issue the RFP.

PRICE TO REMAIN FIRM

Any costs proffered with a proposal must be valid for a period of **90 days** from the due date of the proposal once the firm is picked.

AMENDMENT OR CANCELLATION OF THE RFP

The City of Hyattsville reserves the right to cancel, amend, modify or otherwise change this application process at any time if it deems to be in the best interest of the City of Hyattsville to do so.

PROPOSAL MODIFICATIONS

No additions or changes to any proposal will be allowed after the application due date, unless such modification is specifically requested by the City of Hyattsville. The City, at its option, may seek retraction and/or clarification by an applicant regarding any discrepancy or contradiction found during its review of applications.

SUSPENSION AND/OR DEBARMENT

Firms, Contractors, Companies or Sub-Contractors which are either suspended or debarred from performing work by the State of Maryland or within Prince George's County, Maryland are prohibited from submitting an application under this Program. If a firm that submits a proposal is found to have been suspended and/or debarred from conducting business within Prince George's County, Maryland, such firm will be reported to the State's Attorney General and Comptroller's Office.

PRESENTATION OF SUPPORTING EVIDENCE

Firms responding to this solicitation must be prepared to provide substantiation of any experience, performance, ability and/or financial sureties claimed in their proposal that the City of Hyattsville deems to be necessary or appropriate.

ERRONEOUS DISBURSEMENT OF FUNDS

The City of Hyattsville reserves the right to correct any inaccurate awards of monies under this Program made to an applicant. This may include, in extreme circumstances, revoking an award of funds made under this program to an applicant subsequently awarding those funds to another applicant.

PROPOSAL PREPARATION COSTS

Firms are responsible for all costs and expenses incurred in the preparation of a proposal to respond to this solicitation.

THIS SOLICITATION IS NOT A CONTRACT

This solicitation is not a contract and will not be interpreted as such.

SUB-CONTRACTORS

The firm submitting a proposal certifies and warrants that all payments of fees charged by any sub-contractors pursuant to that contract are the sole responsibility of the contractor.

LEGAL TERMS

It is the policy of the City of Hyattsville that all legal disputes are heard in a court of law in Prince George's County, Maryland, and that each party is responsible to pay for the cost of their own legal fees.

The City of Hyattsville will not agree to terms that are not consistent with this policy.

END OF RFP