

April 25, 2022

RFP#CED04062022



City of Hyattsville – RFP



ADDENDUM

Community Planning Facilitation
and Strategic Planning Consulting
Services

City of Hyattsville

4310 Gallatin Street
Hyattsville, MD 20781

ADDENDUM- CLARIFICATION QUESTIONS

The following questions have been collected to clarify point concerning RFP#CED04062022. Further questions may be submitted to rfp@hyattsville.org but the question period will close on June 10, 2022.

What was the contract value award of the previous Visioning assessment?

The previous Plan had a maximum contract bid of \$30,000. The maximum bid amount has increased this year due to \$40,000 due to community growth and larger scale of work.

What is/was the impetus of the Visioning assessment process?

The first initial Sustainability Plan for the City of Hyattsville was funded through grant with DHCD's Legacy Program (now called Sustainable Communities) in 2004. A 2011 plan expanded upon this 2004 plan, and from that time forward, this process has been updated every 5 years. This is also part of the City's designation as a Sustainable, which requires we update our sustainability plan every five years. The Community Visioning format is utilized as an effective participatory strategy to enhance citizen engagement and involvement in naming the community's priorities.

Is there flexibility in the makeup of the community engagement sessions (E.g., 2 Visioning and 3 Prioritization instead of 3 Visioning and 2 Prioritization)?

Yes, the structure is flexible in this regard. If you are considering an alternative structure, please make a justification for this in your proposal about why you feel Community Prioritizations sessions would require more time and effort.

There is some basic economic and demographic data presented in the last plan. Should this be re-created, and would the consultant be required to collect anything above and beyond that?

Previous data was pulled from the Esri database internally by the Community & Economic Development (CED) Department. The Department plans to do so again for the upcoming Plan and will not require this kind of data collection from the consultant.

How will the consulting firm engage with City staff to draft strategic plan sections?

In the last plan, this process was a collaboration between the consultant and the CED department. The consultant was the main data collector from all community engagement sessions. This year, we will have two additional community engagement tools: [Hello Lamp Post](#) and [Citizen Lab](#), so data will be coming from multiple sources. The consultant will be tasked with coming up with a systemized process to manage that data. The CED team will be the main text drafter of the document, pulling form the compiled data, but the consultant and CED team will co-review the document together.

With the City being a majority minority community, does the City have a Diversity, Equity, and Inclusion Office, Committee, or internal partnerships to promote inclusivity in the City's work efforts?

Yes, the City has a Race & Equity Task Force, and is in the process of hiring and Race & Equity Officer. This Committee will be consulted as part of the community engagement process, and the

selected consultant will be put in touch with its lead contact to provide any further guidance on inclusivity for the planned community engagement sessions.

What is the level of detail desired in the recommendations/strategies section of the plan? Should it be similar to the 2017-2021 Plan?

Our department is seeking a similar level of detail to the last plan. Being very specific in the recommended measures was what lead to high levels of success in implementation the actions outlined in the 2017-2021 plan. Therefore, a similar level of detail and specificity will be desired in the 2022-2026 plan.

Does the solicitation announcement only request a capability statement, not a methodology approach?

No, both statements are required in the proposal. Our Department wants to have details about your methodological approach in the Technical Bid document, and the expectation is that this will be a participatory approach.

Will there be a requirement or preference in the selection process for Maryland-based organizations or those in the Washington, D.C. metro area?

There is no requirement for RFP applicants to be a registered business in Maryland in order to apply. There is also no preference will be given based on an applicant's location. Within the Sealed Dollar Bid, there is a travel allowance of up to 15% of the budget request, and firms applying from outside the region should bear this in mind when structuring their bid request.

With the fluctuation of new Covid virus variants, does the City have greater flexibility with suggested in-person meetings?

The City is closely monitoring the pandemic situation. It has been decided to conduct community engagement sessions taking place in the fall in a hybrid way, with some meetings taking place online and others in person. As of April 2022, it has been deemed safe to hold some in-person community engagement sessions as part of this effort in the fall. This can be re-evaluated depending on circumstances of the pandemic.

What was missing or lacking in the City's last plan that the department hopes will be improved in this effort?

As a department, we try not to project the priorities. In the last iteration of the plan, the Community Visioning session allowed community members to identify and define their own priorities, within scope and reason. However, one missing element the CED department has discussed implementing is a triple bottom line sustainability monitoring and reporting tool, which wasn't present in the last plan. This would allow progress to be tracked in greater detail in terms of social aspects, economic aspects, and environmental aspects.

In general, the CED Department is seeking more engagement from our broader citizen base and more collaboration across city departments is also desired in this updated strategic plan. We also aim to bridge between other higher-level plans like the SDGs or the Prince George's County Climate Action Plan in order to localize feasible implementation goals into the Hyattsville community.

What are/were the obstacles that prevented the City from achieving or moving forward with implementing recommendations presented within the 2017-2021 Visioning assessment?

All of the annual progress reports from 2018-2021 are included in the Appendix of RFP#CED04062022 and track the implementation efforts from the strategic plan. The majority of the recommendations from the past plan have either been “completed” or “in progress” and the ones that have not been started are mostly due to a lack of capacity (in terms of staff, timing, and other resources) from the City’s side.

In general terms, what was the level of community participation in the conduct of the Visioning assessment, Low, moderate, strong participation?

Participation was Moderate in the community engagement sessions of the 2017-2021 plan. Each of the in-person events generated 30-35 individuals, and the web-based mapping tool that we used was utilized by an estimated 5% of our total residents.

In general terms, what was the level of City staff participation in the conduct of the Visioning assessment, Low, moderate, strong participation? What City departments participated in the conduct and responses to the Visioning assessment?

Participation from other departments was moderate. The Hyattsville Police Department and Community Services Department had minimal participation, but the Department of Public Works, Community and Economic Development Department, and Administration had a high level of participation.

Which City department had the lead in the coordination of the Visioning sessions?

The Community and Economic Development Department was the lead coordinator for the Visioning sessions.

The last plan’s Visioning sessions focused on several specific places and sites. How were those chosen, and will the focus remain on these sites, or is the intention to identify others?

Hyattsville has three major commercial hubs: Hyattsville Crossing (Prince George’s Plaza), West Hyattsville, and Downtown Hyattsville (Route 1 Corridor). Due to the recent implementation and ongoing development projects and capital improvement projects, these areas will remain important sites in the focus of the upcoming plan. Other areas that are named during the Community Vision sessions will be considered as well.

What will the consultant’s role be in providing Spanish speaking, sign language, or other translation services as a part of the community engagement aspect?

The City has dedicated bi-lingual staff members who are able to assist with translations needed both at facilitated events and in documents. Sign language services will also be made accessible via Deaf-REACH, a contractor previously utilized by the City. The consultant will not be responsible for providing these services, but we do expect you to accommodate our diverse population in your proposed structure and methodology of community engagement.

What formats are expected for the consultant to provide the plan to the City – I.e., Adobe InDesign?

Yes, we will be utilizing InDesign, and as part of the process, and we are also asking the consultant to put together a graphics package (this would usually include work with Adobe Illustrator).

Is there an MBE (Minority Business Enterprise), WBE (Women’s Business Enterprise), or SBE (Small Business Enterprise) requirement or preference for this RFP?

There is no MBE, WBE, SBE requirement to apply for the RFP. However, our City greatly values diversity and inclusion. If your company holds one or more of these statuses, we encourage you to mention it in your application, such as in your Letter of Commitment.

If selected for an interview, what are the requirements in terms of presentation? Is there a time limit?

Interviews with selected top applicants will last approximately 45 minutes. Applicants will be asked a series of pre-selected questions from the reviewers and will be evaluated based on their responses.

--- END OF ADDENDUM---