



CCRPC, GBIC & CITY OF BURLINGTON
Request for Proposals for
Regional Plan, Comprehensive Economic Development Strategy
and Burlington Legacy Action Plan:
Public Engagement and Plan Update Proposal
Response Date: February 4, 2011

BACKGROUND

The Chittenden County Regional Planning Commission, Greater Burlington Industrial Corporation and the City of Burlington, Vermont are requesting proposals for community engagement consultant to support the update of CCRPC's Regional Plan, GBIC's Comprehensive Economic Development Strategy and Burlington's Legacy Action Plan, Burlington's 2030 vision. The CCRPC and GBIC projects are being undertaken with a large Project Steering Committee and are being funded by the federal HUD/DOT/EPA Sustainable Communities Partnership (see <http://www.epa.gov/smartgrowth/partnership/> for more information). The Legacy Action Plan project is being undertaken by the Legacy Project with support from the Legacy Steering Committee, and is being funded in part through the Home Depot Foundation. The purpose of this RFP is to secure assistance to see if we can coordinate related activities to improve both processes and products for the region and City.

In 1999, an elaborate extensive community engagement process, conducted under the guise of a mayoral appointed Steering Committee, was conducted to build a common vision for Burlington's future. The final report, referred to as the "Legacy Action Plan" is organized around 5 main themes (economy, neighborhoods, governance, youth and life skills, and environment) and is often referred to as Burlington's 2030 vision or sustainability plan. In order to keep the vision alive and relevant to Burlington's changing realities and community needs, the Steering Committee has agreed to update the plan through an extensive outreach and engagement process. For more information see <http://burlingtonlegacyproject.org/>. This RFP will help identify the best and most relevant firm, agency or individual(s) to design an outreach and engagement process that can be replicated at the regional level. The results of this work will be used to conduct a broader regional vision and will serve as a springboard for regional and local implementation efforts.

The Chittenden County Regional Plan for Sustainable Development project is intended to improve cooperative regional planning and implementation. The project will build upon existing and emergent planning processes. The purpose is to articulate a common shared vision and goals for the region, develop measurable indicators related to the goals, prioritize implementation activities in the regional and related plans, and carry out implementation activities.

In 2004, the Greater Burlington Industrial Corporation was invited by the Economic Development Administration (EDA) to compose and submit a Comprehensive Economic Development Strategy (CEDS) for Chittenden County due to substantial job loss from a major area employer. Over the course of a year the CEDS process pulled together hundreds of individuals representing diverse backgrounds to help shape, compile, draft and finally complete the Comprehensive Economic Development Strategy for Chittenden County, Vermont. The Final Report was submitted by the Greater Burlington Industrial Corporation (GBIC) on behalf of its many staff members and volunteers who dedicated countless hours to the process. In August, 2005 the Chittenden County CEDS Final Report was accepted by the EDA, thus initiating an ongoing process to annual update the Chittenden County CEDS Report and potentially enabling municipalities, organizations and institutions to apply for grant funding. The report, as implied by its name, offers a comprehensive guide to economic development initiatives throughout the region. The Chittenden County CEDS has reached its maturity and now must be renewed.

RESOURCES

The project has a fixed budget of \$100,000. There will be support offered by the partner agencies' staff to assist in various efforts. The specific roles and responsibilities will be negotiated with the selected consultant and be dependent on the proposed and selected approach to this project.

This effort is part of a larger project involving 40+ stakeholders in the region participating in the project Steering Committee. The scope of work and timeline of the overall project as submitted to HUD is attached as Appendix A for your reference.

GOALS

Prospective consultants should develop a proposed approach and scope of work to achieve the study's goals. Please include a description of how each task would be addressed, how regional and community input and ideas would be analyzed, how they would be documented, what type of outreach would be performed, and what format would be used for deliverables.

The desired outcomes of the public engagement effort include:

1. Having the Selectboard Chairs and Agency leaders on the Project Steering Committee actively participate in quarterly meetings ending in January 2013 (9 meetings) and effectively communicating information to and from their organizations.
2. Achieving decisions on the deliverables above reflecting regional agreement.
3. Reaching under-represented populations in our region.
4. Respect and build upon the work previously done by all partner organizations
5. Implement an active engagement process including a comprehensive set of communication tools to engage as many people as possible in the process.
6. Include the Arts community at appropriate stages to improve broader communication. Burlington City Arts is receiving \$20,000 to assist in this effort.

7. Branding of the project and of a merged CCRPC and CCMPO organization
8. Complying with the requirements of the Economic Development Administration EDA for the Chittenden County CEDS. The CEDS process will occur towards the completion of the economic development plan, as it will incorporate the strategic vision for the county in concert with the economic projects and priorities of each municipality.

The role of the consultant(s) involves:

- Facilitating discussion and consensus with the larger steering committee
- Producing and assisting to implement an public engagement plan that will encompass all phases of the project, including:
 - Organization (of the steering committee and the overall process: data, common vision, etc.)
 - Communications (about the process, existing plans, a brand for the project)
 - Outreach (informing the public)
 - Engagement (asking the public what they think/envision, including targeted groups, and using various means, including art)
 - A plan (goals and action items)
 - Reporting (using art, data, goals, action steps, etc.)
- Producing draft documents and websites/content for CCRPC, GBIC, and Burlington Legacy that have a design and layout that is creative, visually pleasing and enable all readers to understand the topics discussed.
- Public outreach requirements of Chittenden County CEDS:
 - Complying with the requirements of the Economic Development Administration EDA for the Chittenden County CEDS; which involves: organizing, coordinating, staffing, administering, documenting/writing, and implementing, the public outreach process, including staffing and documenting of needed Work Groups for the Chittenden County CEDS.
 - Oversee activities of CEDS Committees and Work Groups; organize outreach efforts to complete goals of CEDS (as described in the Technical Requirements) and manage meeting facilitators; synthesize results and directives from the Chittenden County Industry Sector Analysis, the Chittenden County Economic Plan into final CEDS EDA document; ensure CEDS guidelines and requirements have been completed and submitted accordingly.
 - CEDS Committees and Work groups should demonstrate consideration of the following elements:
 - Public leadership: local governments
 - Economic and business development organizations: utility companies, chambers of commerce, labor organizations, etc.)
 - Employment and training sector: Linkages between economic development and labor skills; via community colleges, state university, vocational schools, job-training programs, etc
 - Community organizations: Housing, environmental and protection groups; agriculture and farming associations, etc.
 - Women, Minorities, Aged, and Disabled
 - Private individuals
 - Other: Health, education, social services, professional groups that don't fall into the above categories

- The Strategy Committee of the CEDS process must contain a majority of private sector individuals representing the main economic interests to the region.
- The CEDS committee/work group process should be integrated into the overall project steering committee effort as much as possible with additional work groups formed as needed.

PROJECT MANAGEMENT

The CCRPC will serve as the project manager for this effort. However the project will be guided by the policy level Steering Committee and there will be a Coordination Group of partner agency staff that meets more frequently to coordinate amongst the various work efforts of this large project. Regular consultation with the project coordination group (staff from the project partners) can be expected by the selected consultant to provide necessary background information and guidance.

After the selection of the consultant, the coordination group and the consultant will negotiate a final scope of work and budget that will include the consultant's specific responsibilities and deliverables.

Completion of the work should be as described above.

TIMELINE

The project is expected to last approximately two years. The draft project schedule is attached as Appendix B.

SUBMITTAL REQUIREMENTS

The CCRPC will receive proposals at 110 West Canal Street, Suite 202, Winooski, VT 05404, by February 4, 2011 at 4:00 pm. Prospective consultants should provide 10 printed copies of each proposal. Proposers are solely responsible for ensuring that proposals are delivered on time. Proposals received after the due date and time will be returned unopened. Faxed or emailed proposals will not be accepted.

This RFP does not, under any circumstances, commit the CCRPC, GBIC or City of Burlington to pay any costs incurred by any proposer in the submission of a proposal. The proposer is responsible for all costs associated with its response to this RFP. The CCRPC reserves the right to reject any or all proposals at any time with no penalty and to waive immaterial defects and minor irregularities in proposals. All materials submitted in response to this RFP will become the property of the CCRPC upon delivery.

Proposals should include the following:

Proposing firm name, address, phone, fax, email, and Employer Identification Number (EIN). Identify the project manager and all team members including subcontractors proposed to be working on the project and indicate the estimated total hours each will spend on the project.

Describe your approach to and understanding of the project, specifically addressing each of the desired outcomes and others you think may be appropriate. Indicate hours to be spent on each task with a supporting brief explanation. Include a brief explanation of how your team will be organized.

Describe the relevant background and experience of the firm, including years in business. Describe the relevant experience of the team members and/or subcontractors who will be doing the majority of the work. Please note that, if selected, the CCRPC must approve any change to the proposed project team.

Provide at least three relevant references for your firm and for each subcontractor (excepting administrative support) with phone numbers.

Provide a proposed timeline and a proposed budget that is consistent with this RFP; the budget should include hourly rates for each team member.

Maximum total length of proposal: 10 pages plus attachments. Please limit attachments to resumes and no more than two examples of work.

EVALUATION AND SELECTION

Step 1: Written proposals will be reviewed and evaluated by an Evaluation Committee comprised of the Coordination Group members. The Evaluation Committee will rate written proposals based on the evaluation criteria listed below. The committee may indicate a preference for one proposal at this time and instruct the project manager to enter into negotiations. Should the committee chose, proposers will be invited to participate in interviews before a final recommendation is forwarded to the project manager.

Step 2: If necessary, an interview team will conduct interviews. Scores from the written proposals and interviews will be compiled to rank order the finalists.

Step 3: Contract negotiations will commence with the selected consultant. Firms not selected will be notified in writing of the selection outcome.

Step 4: The contract will be executed between the selected consultant and the CCRPC

Step 5: If negotiations with the selected consultant fail to produce a contract, the CCRPC reserves the right to enter negotiations with one or more other proposers.

Scoring Proposals

Proposals will be evaluated using the following scoring:

| Item | Maximum Points |
|--|----------------|
| Team Qualifications | 30 points |
| Previous experience with similar projects | 20 points |
| Project understanding and proposed methodology. Approach provides maximum benefit to the CCRPC and its partner agencies | 40 points |
| Submittal satisfies RFP requirements including a good faith effort toward soliciting Disadvantaged Business Enterprises (DBE) ¹ | 10 points |

STATUTORY & OTHER REQUIREMENTS

This project is funded with federal public funds and will therefore require compliance with all applicable federal, state and local rules and regulations. Include a statement in your response acknowledging that you agree to comply with the requirements of HUD as described in Appendix C – Cooperative Agreement Provisions. CCRPC is the grantee and there are requirements that will flow through CCRPC to the selected consultant.

For more information contact:

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¹ DBE Obligation: The Consultant agrees to assure that DBEs, as defined in 49 CFR Part 23, have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds. In this regard, the Consultant shall take all necessary and reasonable steps in accordance with 49 CFR Part 23 to ensure that DBEs have the maximum opportunity to compete for and perform contracts. The consultant shall not discriminate on the basis of race, color, national origin, sex, physical disability or veteran status in the award and performance of USDOT assisted contracts.