

CITY OF COLLEGE PARK, MARYLAND
REQUEST FOR PROPOSAL CP-14-09 – STRATEGIC PLANNING SERVICES
Addendum #1 dated September 10, 2014

The City of College Park, Maryland (the “City”) is issuing this Addendum #1 on September 10, 2014 to amend and clarify information and specifications included in RFP CP-14-09, Strategic Planning Services. The information below represents questions posed by potential bidders and the City’s response. This addendum and the information contained therein will be incorporated into RFP CP-14-09 and any associated contract documents, as if fully set out in the original RFP. **Bidder must acknowledge the receipt of Addendum #1 on their Bid Proposal Form (page 9).**

Question 1: As we interpret the scope on pages 19-20, it appears that you already have a relatively specific process you’re proposing that you’d like consultants to follow. Is that correct? Are there any deviations allowed from the core process detailed?

Answer: The Proposed Scope of Services on pages 3-4 (the scope of services in the sample agreement on pages 19-20 are nearly identical) outlines work that we believe will result in a strong plan. Respondents may propose deviations that they feel will accomplish the desired result. The final scope of services will be developed with the selected consultant and may deviate from the proposed scope.

Question 2: Would it be possible to offer some additional clarification about the role and purpose of the two stakeholder focus groups referenced in the RFP? Is the purpose to obtain general stakeholder input or does it go further to recommend goals and strategies?

Answer: The role and purpose of the resident focus groups and the targeted stakeholder focus groups will be to obtain input on the SWOT analysis and the City’s mission, vision, and goals. These meetings will be one method for Council and staff to solicit comments and recommendations about issues important to the City. The composition and the format of the targeted stakeholder groups will be discussed with the selected consultant, but may include leaders of non-profit organizations, the University of Maryland, and businesses. It is anticipated that the stakeholder groups will have different perspectives from the resident focus groups.

Question 3: Am I safe to assume that the focus groups and sessions will be held in College Park, Maryland? What size are the resident focus groups and the targeted stakeholder groups?

Answer: All meetings and sessions will be held in College Park. We anticipate the meetings to be held on weekday evenings, and to last approximately two hours. The resident groups could be 20 to 40 people, and the targeted stakeholder groups could be 10 to 15 people. We anticipate working with the consultant to identify other ways to obtain input and to maximize the effectiveness of the meetings.

Question 4: For the facilitated sessions with City Council and staff on the SWOT and focus group results, and on the mission, vision, goals, and strategies, how many people will participate, how much time will you allocate, and will the meetings be on consecutive days?

Answer: These public meetings will take place during weekday evening hours. It is anticipated that each meeting will include the Mayor & Council, plus the City Manager and eight director-level staff members. The meeting schedule will be discussed with the consultant and Council, but it is anticipated that the meetings will not be held on consecutive days.

Question 5: Are you open to including an environmental scan in addition to a SWOT?

Answer: Yes. An environmental scan can be done in addition to a SWOT or incorporated into the SWOT.

Question 6: Are you open to considering options for how to accomplish the development of the action items? For example, an additional facilitated session might work best for the effort.

Answer: One session with Council and staff is included in the proposed scope of work to develop action items directly connected to City resources and which will achieve the City's goals. The City is open to considering other processes to develop the action items.

Question 7: What is the budget for the RFP? Who did the last Strategic Plan?

Answer: The Council has not established a specific budget for the strategic plan. The 2011-2015 strategic plan was facilitated by Managance Consulting of Silver Spring, MD. The cost in 2009-2010 was just over \$20,000, including expenses.

Question 8: Are there any bond/levy, or other capital projects that are driving/influencing the need for a new strategy? Who monitors and manages the implementation and status of the current plan?

Answer: The need for a new plan is driven by the end of the current plan in FY2015 and Council's desire to create a new plan, and not by any capital projects. The City management team and City Council monitor and manage the implementation of the current plan.

Signed: 

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