

REQUEST FOR PROPOSALS
GRAND ISLAND GRANDER COMMUNITY VISION 2025 PLAN
GENERAL SPECIFICATIONS

The Proposal shall be in accordance with the following and with the attached Detailed Specifications.

The City of Grand Island does not pay Federal, State, or City tax; do not include tax in your pricing.

Proposals shall include the following on the outside of the mailing envelope: **“Proposal for Grand Island Grander Community Vision 2025 Plan”**. All sealed Proposals are due **no later than Tuesday, February 4, 2014 at 4:00 PM** local time. All Proposals must be signed and dated to be accepted. **Six complete copies** with the original Proposal shall be submitted for evaluation purposes to the following:

Mailing Address:	RaNae Edwards, City Clerk City Hall P.O. Box 1968 Grand Island, NE 68802-1968	Street Address: RaNae Edwards, City Clerk City Hall 100 E. First Street Grand Island, NE 68801
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Any Proposal received after the specified date will not be considered and returned unopened to the sender. No verbal Proposal will be considered.

Proposals will be evaluated based on the consultant’s response to the Proposal, project understanding, consultant team qualifications, approach, budget and Proposal clarity.

The successful consultant will be required to comply with fair labor standards as required by Nebraska R.R.S.73-102 and comply with Nebraska R.R.S.48-657 pertaining to contributions to the Unemployment Compensation Fund of the State of Nebraska. Consultant shall maintain a drug free workplace policy. Every public contractor and his, her or its subcontractors who are awarded a contract by the City for the physical performance of services within the State of Nebraska shall register with and use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska.

The City reserves the right to reject any or all Proposals and to select the Proposal, which is deemed to be in the City’s best interest, at its sole discretion.

All Proposals shall be valid for at least ninety (90) calendar days after the Proposal deadline for evaluation purposes.

All Proposals must be signed and dated to be accepted. Please contact Mary Lou Brown, City Administrator, at 308-385-5444, ext. 140 for questions concerning this specification. All questions shall be answered in writing and distributed to all known potential proposers.

DETAILED SPECIFICATIONS

Introduction

The City of Grand Island, Nebraska, in cooperation with Hall County, invite consultant Proposals to conduct a community-wide visioning process. This Request for Proposals uses the term community to encompass both the City of Grand Island and Hall County. Consultants will work with the community's diverse population, business leaders, community members, agricultural representatives, public and private education, non-profit agencies, and community service organizations to prepare a complete citizen driven Grander Vision 2025 Plan.

The vision plan is a first step and will be followed by the development of a strategic plan, goals and objectives for the community. All of these will help guide the future development and direction of community resources and will dovetail with the use of program prioritization as the City's budget allocation tool. The visioning process will result in collaboration amongst many of the organizations within the community, spreading the responsibility for implementation among a variety of organizations and groups. This visioning process will also include a method for the regular updating, maintenance and evaluation of the vision and its corresponding action plan.

Project Description

The process used must include extensive, diverse and effective engagement of the public and other key stakeholders within the community and is expected to include diverse communication tools – social media, online and paper surveys and face-to-face meetings. The intended outcomes include identifying and analyzing emerging trends and community issues, articulating core community values, developing a vision statement from input gathered, establishing a vision action plan to implement the vision and defining a method to revise and update the vision and vision action plan.

The City is looking for a consultant team with sufficient experience to work effectively in a collaborative framework with team members, the public, citizen committees, business and industry representatives, service clubs, non-profit agencies and school and elected leadership and staff. The visioning process must include extensive and sustained public involvement activities, including innovative outreach efforts with multiple communication tools with the goal of engaging a broad and deep cross section of the community. A 1997 effort involved over 2,100 citizens and the goal is to at least double that number with the current effort. It is expected an engagement methodology that will welcome community members not typically involved in civic or community dialogue will be utilized.

A steering committee has been organized to oversee the project and provide input to the consultants regarding the project. The steering committee will serve to guide the project and process and includes approximately 25 representatives of the major stakeholders. The steering committee has endorsed the need to define a community vision that takes our community to the year 2025.

Consultants are encouraged to submit a core Proposal that addresses the Scope of Work defined with this Request for Proposals. Consultants may also propose alternatives to the Scope of Work they believe would significantly improve the project's outcome.

The Proposal should include a clear description of the work, reasoning for consideration and a fee proposal.

Scope of Work

In addition to the items listed below, it is important the consultant team remains cognizant of the need for the project to establish and sustain credibility with citizens and decision makers. It is also essential the selected team have the ability to:

- Develop 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;
- Address the multi-lingual environment;
- 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 by as many community stakeholders as possible.

It is expected the consultant will take the lead on project management, facilitation of collaborative discussions, task implementation and follow-through with some level of administrative support provided by the City of Grand Island through the City Administrator. The consultant will work in partnership with the community and will be expected to produce the following products and outcomes as well as services:

Effective Collaboration and Project Management: Produce the final products and accomplish the project objectives and outcomes with close interaction with the steering committee. 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 outcomes. Attend a variety of community events. Work with the steering committee and other stakeholders to develop key messages, implement media-related strategies and refine or reframe those if necessary. 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 Communications 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, media relations and creating key messages to increase recognition, build credibility and deepen understanding of the process, its objectives and outcomes within the community.

Such approaches would include use of social and traditional media to deliver information to a diverse community in a variety of ways.

Develop an Outreach Plan: Develop a plan to engage, involve and collaborate directly with the public, including our large immigrant population, youth and other community stakeholders throughout the entire process. This would include innovative or other effective ways to engage community members that do not normally participate.

Analyze Data and Communicate 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.

Develop the Community Vision Statement: Based upon the extensive public input, develop a Community Vision Statement. The intended outcome is a description of Grand Island in 2025.

Develop a Vision Action Plan: The Vision Action Plan would contain strategies that would set a direction and general guidance for implementing one or more of the elements of the Vision Statement. Each strategy would have at least one action that supports the implementation of the strategy. The action plan would be logically structured to include a description of the action, lead partner to champion the implementation effort, potential partners for implementation, timeframe and priorities for implementation.

Maintenance of Vision Statement and Vision Action Plans: Recommend mechanisms and timeframes for community partners to gather and maintain focus on the Vision and Vision Action Plan. Recommendations should also be made regarding the process to keep the Vision and Vision Action Plan a living document and continuous effort.

All work product whether hard copy or digital, including the items listed above, all data, analysis, multi-media materials, master copies of final products and all other relevant documentation shall be provided to the City of Grand Island for project files.

Schedule

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

RFP Advertised: January 13, 2014

RFP Response Deadline: February 4, 2014

Consultant Ratings Completed: February 10, 2014

Interviews: Will be completed the week of February 17, 2014

Contract Authorized: No later than March 11, 2014

Project Start: No later than March 17, 2014

Proposal Requirements

The Proposal, as submitted, should be succinct and well-organized. It should be no more than 25 pages with any appendix material such as maps, resumes and professional materials excluded from that page count. At a minimum, it should include the following sections and information:

Cover Letter: Provide name, title, address and contact number of the lead contact on the Proposal, 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. The signature on the letter should be of the person authorized to represent the proposer.

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. Describe your approach and success in managing relationships with the clients for whom you have provided similar services.

Project Team: Provide a list of key individuals and staff assigned to this project describing their role and brief description of relevant experience along with their respective resumes. Include an organizational chart illustrating key personnel, their project assignments and management flow. Any changes in staff, staff roles and significant changes in the timetable will require prior approval by the steering committee.

Approach: Explain your general approach to community visioning and your overall philosophy and goals. Describe how the consultant team will complete this specific scope of work including a detailed schedule. The visioning process must include a variety of interactive public involvement activities. Describe how you would maintain communication between participants in the process, the marketing and other techniques that will be used to maximize participation and how accommodations will be made for the multi-lingual nature of the participants. 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.

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 if sub-consultants are used and direct expenses.

Appendices (excluded from 25 page count): Resumes of key consultant staff members and firm references from at least three (3) similar projects where a Vision and Vision Plan were developed. The reference list should include the name, address, contact number, title of project and description of the work performed. For each sub-consultant, provide references from at least three (3) similar projects that can substantiate their relevant experience.

Proposal Evaluation

The following criteria will be used by the selection committee to evaluate each Proposal. Incomplete Proposals not meeting the above requirements will be considered non-responsive.

Project Understanding (maximum score of 10 points): Demonstrate a clear understanding of the nature and objectives of the Visioning project and the types of services needed to prepare the Vision Action Plan.

Consultant Team Qualifications (maximum score of 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.

Approach (maximum score of 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, and offers creative and unique public involvement approaches or tools.

Budget (maximum score of 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 the consulting firm. Any additional tasks listed outside of the Scope as defined above should be listed with both cost and hours identified.

Proposal Clarity (maximum score of 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.

A selection committee will be organized to review all Proposals and make a recommendation to Mayor Vavricek and Hall County Board Chair Lancaster.

City Information

The City of Grand Island, the county seat of Hall County, is the fourth largest community in Nebraska with a population of approximately 50,000. With a strong mix of industrial, commercial and residential components to its regional economy, Grand Island is a steadily growing community in the Midwest and covers approximately 29 square miles with 901 lane miles of road. The area is classified as a Metropolitan Statistical Area with a population of over 83,000.

Because of its strategic location, Grand Island is easily accessible to traffic from Interstate 80, U.S. Highways 281, 30 and 34 and Nebraska Highway 2, as well as the Central Nebraska Regional Airport. Grand Island is known as the retail hub of Central Nebraska, offering lodging, shopping, entertainment and service programs to the population in a 90-mile radius.

Grand Island is located 100 miles west of Lincoln, Nebraska’s State Capitol.

More than 80 manufacturing plants provide jobs for over 7,000 people, drawing from a rural population base of talented and diverse workers. The top five employers in the City include the following: JBS, Chief Industries, St. Francis Medical Center, Case IH, and Grand Island Public Schools. The community, along with the state, maintains a low unemployment rate as compared to other state averages and the national rate.

Grand Island’s population is approximately 70% Caucasian and 25% Hispanic. Minorities are the majority of the students in the public school system in Grand Island.

Grand Island offers a comprehensive public school system for students in pre-kindergarten through twelfth grade and serves approximately 8,000 students. There are four private elementary schools, one private middle school and two private high schools. Post-secondary education opportunities are available at College Park/Doane College and Central Community College.

The City is home to diverse outdoor recreation opportunities, including four golf courses, a water park, hike and bike trails and the Heartland Public Shooting Park, just to name a few. The 7,000 plus seat Heartland Events Center opened in 2006. Grand Island is also the host community for Husker Harvest Days, home of the IFL Danger football team and home of the Nebraska State Fair. The State Fair relocated to Grand Island in 2010 after residing for over 140 years in Lincoln, Nebraska.

The City of Grand Island is a City of the First Class and operates under a Mayor-Council form of local government. City Council is the governing body of the City. It determines policy direction and adopts ordinances to direct the City government. A ten member City Council is comprised of two representatives from each of five voting wards and are elected on a non-partisan basis.

The Mayor is the Chief Executive Officer of the City and is elected by the citizens at-large for a four year term. The Mayor, in general, supervises and controls all of the business, affairs and officers of the City. The City Administrator serves as the Chief Operating Officer. The Administrator provides for the day-to-day administration of the City through twelve departments.

The City provides a full range of municipal services. These services include public safety, public works, planning and zoning, building inspection, water, electric and sewer utility service, parks and recreation, library services and general administrative services. The City owns and operates multiple municipal parks, a water park as well as a traditional neighborhood swimming pool, a field house and a golf course.

The mission of the City of Grand Island is to enhance the quality of life in the Grand Island Community, to recognize the vitality and diversity of our neighborhoods and to promote development by providing effective and responsive services through vision, respect and courtesy.