

Request for Proposals
Economic Development Strategic Plan Consultant Services
RFP ED 21-001

A Non-Mandatory pre-submittal conference was held for this Request for Proposals on July 9, 2020, via Zoom meetings. City staff in attendance included ED Director Ken Chapa, ED Asst. Director Cheryl Covert, Employment & Business Developer, Aaron White and Senior Buyer, Loretta Browning. Inquiries regarding this solicitation were due in writing no later than July 13, 2020.

Questions Received by the Last Date of Inquiries include the following:

1. How much flexibility are you open to for the Scope of Work for the consultant to provide a unique approach for your planning project?

Answer: At a minimum the Consultant must first meet all requirements of the scope of work with no exceptions in order to be considered for contract award. If the proposer opts to provide an alternate approach, this is to be addressed in their response under D. Approach to Work (4), as mentioned in the RFP as noted below:
(4) Describe any alternate approach that would best suit the needs of the City. Include rationale for any alternate approach and indicate how the Vendor will ensure that all efforts are coordinated with the City's representatives.

2. Please clarify what you are seeking for 5.5 Assess the future impact of current development projects.

Answer: The City seeks to understand generally the impact these projects will have on future development opportunities in Avondale, especially given Avondale's limited interstate frontage. We do not need a detailed financial impact analysis of current or future development projects.

3. What are your realistic expectations for "in-person" work/meetings considering the rising COVID-19 positive cases in Maricopa County?

Answer: The City will take COVID-19 precautions as necessary. We anticipate that the resultant contractor will remain flexible with its scheduling of in-person and teleconference meetings as necessary and agree to adjust on a case by case basis.

4. In order to scale and scope work for your project in a customized manner, what budget level are you anticipating or have allocated to this project?

Answer: The City has an approved budget amount that is in line with current market rates for this kind of study. We request that you put forward your best proposal. Cost accounts for 10% of the evaluation.

5. Clarify Term of Services: Front page says agreement start date is August 27, 2020 Section E on Pg A-9 states "Services of successful Vendor must be fully completed within 60 days after notice to proceed" Is this a typo? Section E on Pg A-10 Identify Project Completion date on or before Dec 29, 2020 Scope of Work Doc states "provide said services on a retained basis for a period of up to one year or until the end of the City's Fiscal Year 2021, concluding on June 30, 2021" Is the intent the awarded firm will work toward a completion date of December and have some budget for retained services as needed through the end of FY21 (June 30, 2021)? Is the intent to have a retained services breakout for extension for each year after should additional services be needed? 2022, 2023, etc?

Answer: The City intends for all deliverables to be in hand by December 29, 2020, however, in accordance with normal City procedures, contracts provide for a one-year duration and offer annual renewals for unforeseen circumstances.

6. Is there a City Budget Objective that can be published? For Initial Services? For additional retained services? For each year extension if required?

Answer: The City has an approved budget amount that is in line with current market rates for this kind of study. We request that you put forward your best proposal. Cost accounts for 10% of the evaluation. The City intends for all deliverables to be in hand by December 29, 2020, however, in accordance with normal City procedures, contracts provide for a one-year duration and offer annual renewals for unforeseen circumstances.

7. Page B-7 (C) Professional Liability - Will the city accept professional insurance liability limits as \$1 million for each claim and \$2 million annual aggregate? This is in line with the delivery of economic development professional services.

Answer: The City typically does not alter the requirement and insurance terms. This would be an item reserved for the final negotiate of the finalists we are considering for award--not during the Proposal evaluation process.

8. Page A-5, (1.10) Vendor licensing and registration – What license information is the city requesting with the proposal? Does the city require an Avondale Business License in order to submit a proposal? Or after a consultant is selected? Do you require a certificate of good standing be submitted with the proposal?

Answer: The Vendor licensing and registration is required at the time of contract award. As such, proposals may be submitted without the Avondale Business license or AZ Corporation Commission registration certificate.

9. Page B19, 5.5 Assess future impact of current development projects - Will the City provide a list of "current development projects"? What type of impact are in interested in understanding (jobs, tax revenue, etc.) and what level of detail do you want.

Answer: The City will provide a list of current development projects. The City seeks to understand generally the impact these projects will have on future development opportunities in Avondale, especially given Avondale's limited interstate frontage. We do not need a detailed financial impact analysis of current or future development projects.

10. Assuming an August 27th start date and project completion date of December 29, this implies a 4-month schedule. Given the comprehensive scope of work request

Answer: Clarification--The City intends for all deliverables to be in hand by December 29, 2020, however, in accordance with normal City procedures, contracts provide for a one-year duration and offer annual renewals for unforeseen circumstances.

11. Page B22 Fee Proposal - Can the "Fee Proposal" be recreated and signed, as opposed to using the form in the RFP? ed, would you consider extending the timeframe?

Answer: This Page has been provided in an editable "Word" format for, user ease. As mentioned in the Pre-submittal Conference at a MINIMUM this template format MUST be utilized. Vendor may only submit alternate pricing structure as an additional attachment to this Fee Proposal section. Per the instructions of the RFP the Fee Proposal must be a separate document.

12. I attempted to attend the pre-bid conference on 7/9, but the only other person on the Zoom call was another potential bidder. Was the pre-bid conference canceled, or did technical difficulties occur? Will it be rescheduled? Thank you!

Answer: We did hold a successful Zoom meeting at 2:00 pm local Phoenix Time. I am not sure if there was confusion due to the time difference. The Pre-bidders Conference Attendance List has been attached for reference. Additionally, the "How to Respond to a Bid On-line" instructions have been attached as well as the additional information and links regarding the City's 2016 Strategic Plan, etc.

13. The proposal is limited to 20 pages in total length. Does this page limit include the front and back covers and the table of contents toward the page count?

Answer: The Proposer's signed Cover Letter and response to sections A through F or the RFP are included in the page count. Please see specific instructions regarding the Resumes and response to Pricing section.

14. Has Avondale done an ED Plan in the past? If so, who did the work and can we receive a copy of the plan?

Answer: The City has never completed a formal Economic Development Strategic Plan. However, we do have a City Strategic Plan to which the weblink was previously provided as an additional item to this RFP packet.

15. Will the planning process be supported by your “EDGE” group, or are they a contractor with the city and will be a bidder for this project?

Answer: The “EDGE group” is the City’s Economic Development Office and will be working with the selected firm.

16. Can you provide any guidance on your budget range?

Answer: As indicated previously, cost only accounts for 10% of the final grade. The budget we have allocated for this RFP is well within line of current market rates of similar RFPs. We recommend you put your best effort together in the response, justifying costs and detailing your methodology, timelines, and experience preparing a plan for a best in class economic development organization.

17. While the instructions on page A-10 mention putting the fee proposal in a "separate envelope," we assume it should be submitted via the Vendor Registry site as a separate file?

Answer: Yes, that is correct. Please submit the Fee Proposal as a separate PDF file.

18. So that we can best tailor our response, can you share the budget range that has been established for this project?

Answer: As indicated previously, cost only accounts for 10% of the final grade. The budget we have allocated for this RFP is well within line of current market rates of similar RFPs. We recommend you put your best effort together in the response, justifying costs and detailing your methodology, timelines, and experience preparing a plan for a best in class economic development organization.

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