



Diversity and **Inclusion**



TOWN OF MOORESVILLE

RFP 104-20-06

Request for Proposal for Diversity, Inclusion,
Belonging and Equity Strategic Plan

Proposals Due

May 19, 2020 2:00 PM

REQUEST FOR PROPOSAL (RFP)
DIVERSITY, INCLUSION AND BELONGING CONSULTANT

Purpose:

The Town of Mooresville seeks a strategic consultant or consulting team that will guide the Diversity Advisory Council (DAC) in implementing a multi-year tactical initiative that advances diversity, inclusion, belonging and equity through effective employee outreach, education, and engagement. The overall goal of the Town is to embed diversity, inclusion, belonging and equity into the very fabric of the Town.

Scope of Proposal:

- 1. Through the use of best practices, guide the implementation of the tactical actions associated with the Town’s Diversity Inclusion, Belonging and Equity Strategic Plan across three broad goals.**

Goal 1

Improved communication of the Town’s commitment to Diversity as evidenced in all facets of the Town’s facilities, publications, messaging.

Goal 2

Improved recruitment and retention of employees to reflect the changing demographics and needs of the community.

Goal 3

Improved engagement and education of employees on the issues of diversity, inclusion, belonging and equity.

- 2. Reporting Diversity, Inclusion, Belonging and Equity Organizational and Service Metrics**

Specific tasks for the Diversity, Inclusion and Belonging project scope of work in this section will be determined based on the results and outcomes of the previous section. However, it is anticipated that the Consultant will provide support to the Town in evaluating the impacts of its Diversity, Inclusion, Belonging and Equity Strategic Plan activities to include:

- Assist the organization in the development of a dashboard/scorecard to report progress in Diversity, Inclusion, Belonging and Equity Strategic Plan metrics.
- Assist the organization in implementing and measuring the impact of diversity strategies.

- Assist the organization in implementing and measuring the impact of inclusion and equity strategies.
- Assist the organization in continuing and measuring the impact of staff education and awareness programming.
- Assist the organization in remediating identified barriers to recruitment, workforce engagement, advancement and retention.

Deliverables:

1. Overall project plan with timelines and associated costs
2. Technical assistance to the DAC in the implementation of the strategic plan
3. Technical assistance to senior leadership team
4. Communications and messaging plan
5. Development and implementation of Diversity, Inclusion, Belonging and Equity dashboard/performance measures and assessment tools.
6. Cultural competence and diversity education workshops for Leadership, new employees, and existing employees

General Instructions and Information

Funding

The funding for this proposal has not been approved in this fiscal year's budget (FY20). The chosen consultant's contract will begin July 1st, 2020 pending approval of the FY2021 budget.

RFP Schedule

Issued: April 28th, 2020

Proposals Due: May 19th, 2020 by 2:00 PM

Request for Clarification & Additional Information

Any request for clarification or additional information of a technical nature regarding this RFP shall be submitted in writing. Written questions are to be e-mailed to tshelley@moorevillenc.gov and cc dwhitaker@moorevillenc.gov. Prospective bidders must respond via email with their intent to bid so they may receive any forthcoming addenda.

Written questions will be compiled and answered. An addendum will be issued and sent to all prospective bidders before the bid closes so all prospective bidders will have the same information.

The Town shall not be obligated to answer any questions submitted in a manner other than as instructed above.

Oral Communications

Any oral communications by the Town's contact person(s) or any employee of the Town concerning this RFP is not binding and shall in no way modify the RFP or the obligations of the Town or proposer.

Pre-Contractual Expenses

The Town shall not be liable for pre-contractual expenses incurred by the Proposer in the preparation of its proposal and such expenses shall not be included in their submitted packages. Pre-contractual expenses are defined as expenses incurred by the Proposer to: (1) prepare and submit its offer to the Town; (2) negotiate with the Town on any matters related to this RFP; and (3) any other expenses incurred by the Proposer prior to the date of award, if any.

Issuance of this RFP and receipt of proposals does not commit the Town to award a contract. The Town reserves the right to postpone the award for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with more than one Proposer simultaneously, or to cancel all or part of this RFP.

Town Contact Persons for Questions on RFP

Tiffany Shelley
Director of Human Resources
Town of Mooresville
413 North Main Street; P.O. Box 878
Mooresville, NC 28115
Email: tshelley@moorevillenc.gov
Office: 704.799.4027

David Whitaker
Purchase & Contract Manager
Town of Mooresville
413 North Main Street; P.O. Box 878
Mooresville, NC 28115
Email: dwhitaker@moorevillenc.gov
Office: 704.662.8534

Submittal Format and Content

The Statement of Qualifications should be presented in the following general format:

- 1) *Transmittal Letter:* Designated contact person with address and telephone number.
- 2) *Project Manager:* Identify project manager and describe their experience related to this project. Provide client references for projects similar in scope. Discuss the experience of this project manager with other members of the project team.
- 3) *Project Team and Sub-Consultants:* Identify other team members and sub consultants and their relative experience. Discuss the role of key team members. Specify the percentage and type of work

that will be performed by each team member and any sub-consultants. This information will become part of the contract with the selected firm.

- 4) *Firm Qualifications:* Discuss the firm's work on projects similar in size and complexity. Quality assurance should be addressed. Indicate firm's history of meeting established schedules. In addition:
- Consultant's office must have appropriate support staff for a project of this size and complexity (approximately 500 Town employees); please identify the office size and number of staff and percentage of time to be devoted to project.
 - Consultant should demonstrate experience on similar projects, preferably within the past five (5) years.
 - Consultant shall discuss their experience and strategy with public engagement and outreach to the community during this project.
 - A concise narrative that presents the services a firm would provide detailing the approach, methodology, deliverables, and client meetings, touching on the Deliverables laid out on Page 2 of this RFP.
 - A summary of any suggested innovative approaches the Town should consider for this effort.
 - A timeline for the preparation and implementation of the tasks/activities being proposed for the scope of work.

Evaluation of Statements of Qualifications

Responses submitted by consultant firms and/or teams will be evaluated based on the following criteria:

1. Experience of firm(s) with projects of a similar scope and scale (approximately 500 employees);
2. Qualification and experience of the proposed team and location of team members;
3. Current workload and firm workload capacity;
4. Responsiveness to RFP and quality of the submittal;
5. Proposed approach to project and schedule for completion;
6. Performance assessments and/or references on past work efforts;
7. Knowledge of the Town of Mooresville and surrounding region;
8. Any other experience or criteria deemed applicable to the projects.

Short-List, Interviews and Selection

The Town will review submittals and prepare a short list of candidates to interview. The short-listed firms will be notified by phone and/or email. Notification may not be sent to firms not short-listed. After selection by the Town, a final contract will be negotiated with the selected firm(s).

Negotiating Offers

If a contract cannot be negotiated with the best qualified firm, negotiations with that firm shall be terminated and initiated with the next best qualified firm.

Submission Requirements

Firm(s) interested in being considered for this project should submit two (2) bound copies and one (1) electronic version via flash drive no later than 2:00 p.m. on May 19, 2020. Submissions should be in a sealed envelope marked "RFP 104-20-06 Diversity Inclusion & Belonging". Submissions may be sent via US mail, common carrier or dropped off at Town Hall. If the interested firm chooses to drop off their proposal, there will be a drop box just inside the main entry doors at Town Hall for collection. It is the responsibility of each interested firm to ensure their proposal is received on time.

There will not be a public opening.

Delivery of Qualifications

Qualifications are due no later than 2:00 pm EST on May 19th, 2020 and should be delivered to the attention of:

David Whitaker
Purchase & Contract Manager
Town of Mooresville
413 North Main Street; P.O. Box 878
Mooresville, NC 28115
Email: dwhitaker@mooresvillenc.gov
Office: 704.662.8534