



## **Request for Proposals for Kaysville City Strategic Plan**

Submittal Deadline: January 25, 2019 at 1:00 p.m.

**\*\*RFP Informational Meeting: January 7, 2019 at 3:30 p.m.\*\***

December 14, 2018

Prepared By:

Kaysville City  
Community Development Department  
23 East Center  
Kaysville, Utah 84037



**Kaysville City, Utah**  
Community Development Department

**Acknowledgement and Information Form**  
**Strategic Plan**

The undersigned hereby certifies that he/she understands the Request for Proposals, has read the document in its entirety and understand the provisions set forth in this document.

The following information must be filled out in its entirety for the response to be considered.

Company Name: \_\_\_\_\_

Address and Phone of Company:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other Companies Comprising the Team if Any:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email Address of Representative: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Signature

Date

\_\_\_\_\_  
Printed Name

**Please include this completed page as the first page of your submittal.**

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## I. Advertisement

### Kaysville City Request for Proposals

Hard copy proposals submitted for Kaysville City Strategic Plan will be received only at the office of Community Development located at 23 East Center, Kaysville, Utah, 84037. The project is advertised on BidSync but must be submitted at our office or the proposal will be rejected. No other form of submittal will be accepted. **All bids must be received by January 25, 2019 at 1:00 p.m. No late bids will be accepted.** Proposals will then be opened and reviewed by City Staff.

A non-mandatory information meeting will be held at 3:30 p.m., January 7, 2019 in the City Council Chambers, 23 East Center, Kaysville, Utah 84037. All other questions after this meeting will need to be submitted through the BidSync RFP request.

The RFP documents are available on the BidSync bidding program under the name “Kaysville City Strategic Plan RFP.”

## II. Key Information

Kaysville City invites responses to this Request for Proposals (RFP) from qualified consulting firms and/or teams interested in providing professional planning services required to produce and facilitate the City’s Strategic Plan. This request is intended to address both the firm(s) or team(s) qualifications and a preliminary methodology as to how the project would be executed. All final details of the scope of work and deliverables, project timeline, and consulting fee will ultimately be determined through the selection process.

### Deadline and Submission

The proposal must be submitted in hard copy format at the Community Development office located at 23 East Center, Kaysville, Utah 84037 **before 1:00 p.m. on January 25, 2019.** No other means of submittal will be allowed or accepted. Any proposals received beyond this deadline will be deemed ineligible. All proposals must include the Acknowledgement and Information Form as the first page of the proposal. All proposals must be submitted in PDF format.

To enable the City to efficiently evaluate the proposals, it is important that submittals follow the required format prescribed in the following paragraphs.

RESPONSES THAT DO NOT CONFORM TO THE PRESCRIBED FORMAT MAY NOT BE EVALUATED.

Pages shall be no larger than letter-size (8 ½" x 11") or, if folded to a dimension of 8 ½" x 11" can be on pages of (11" x 17"). The proposal must be limited to no more than 40 pages and will not count the mandatory Acknowledgement and Information Form as one of the pages.

### **RFP Informational Meeting**

The City will host an RFP Informational meeting for prospective firms or teams on **January 7, 2019 at 3:30 p.m.** in the City Council Chambers located at 23 East Center, Kaysville, Utah 84037. Attendance is not mandatory but highly encouraged so that attendees will have an opportunity to ask questions of those involved in the Strategic plan. After this meeting all questions are required to be submitted through the RFP located on the BidSync Bidding Program.

## **III. Kaysville City Overview & Resources**

### **Introduction**

Kaysville City is looking for a firm(s) and/or team of firms to assist the City in the development of a Strategic Plan. Kaysville City has never had a Strategic Plan completed and wants to identify the City's direction in response to its changing environment and conditions.

### **Definition of Study Area**

Kaysville City is a full-service city that is home to over 30,000 residents. The City lies near the middle of Davis County and is bordered by Farmington on the south and Layton on the north. This area has great recreational opportunities and is already the premier location to live in all of Utah. Growth continues in Kaysville and the City wants to be prepared for continued growth as well as planning for build-out in 15-25 years.

Key items to know about Kaysville City include:

- Municipal boundaries comprise approximately 10 square miles
- Population is expected to reach 40,000 by 2030

- The city boundaries are finite and for the most part will not change except for a small established neighborhood area in the northeast part of the city around Mutton Hollow Road that could be annexed into the city.

#### **IV. Format and Content of Proposals**

Parties interested in responding to this RFP should compile a proposal package in the following required format and sequence:

- A. Cover Letter.** Include a cover letter introducing the consulting firm(s) (including the number of years each firm has been in existence, sections of the RFP that each firm or firms will be working on, office location(s), indicating the firm(s) interest in the project, and summarizing the firm(s) ability to provide the services needed. The cover letter should also confirm receipt of any RFP addenda issued by the City prior to the submission deadline.
- B. Organization, Experience, Qualifications, and Key Personnel.** Provide information about the relevant capabilities and experience of the firm and the key personnel who will be assigned to this project. Limit resume information to one paragraph per person involved only listing information that will be relevant to each person's involvement on this project.
- C. Project Specific Approach & Work Plan.** Provide a strategic planning philosophy, detailing project approach, methodology for defining and measuring success, work plan, and proposed schedule meeting the requirements of this RFP. This should clearly demonstrate the firm(s) proposed means to fulfil the requirements outlined herein.
- D. Project Budget.** Submit a project budget that includes a breakdown of costs and hours. Kaysville City reserves the right based on the costs listed to eliminate some portions of this RFP.

#### **V. Selection Process**

City Staff will rank submissions and may take any of the following action after review of the submitted materials:

- Contact Firm(s) and request additional materials or supporting information.
- Contact Firm(s) for an in-person interview.
- Contact Firm (s) to remove section(s) of the RFP and discuss options.
- Contact Firm with whom we choose to work.

## **VI. Evaluation Criteria**

The criteria used to evaluate the proposals will include, but not be limited to, the following:

(10 points) **Cover Letter**

(25 points) **Organization, Experience, Qualifications, and Key Personnel**

(40 points) **Project Specific Approach & Work Plan.**

(25 Points) **Fee Proposal**

### **The proposed fees should serve as a not-to-exceed amount**

Upon execution of the agreement by both parties, the firm(s) will receive authorization to proceed with only those services identified in the agreement. The firm(s) must receive prior authorization before performing any services outside the scope and fee amount identified in the agreement, or the additional services will not be reimbursable by the City.

The City reserves the right to remove cost line items if the City determines that the response to that item of the RFP is incomplete or if the costs become prohibitive to award all of the items at one time. Kaysville City is committed to complete all plans but budget is a consideration in this process.

## **VII. Strategic Plan Scope of Services and Tasks**

The following key components must be addressed in this section of the RFP: (1) Core Mission, (2) Vision Statement, (3) Strategic Priorities, (4) Communication & Rollout Plan, (5) Downtown Strategy, and (6) Accountability. This document will assist Kaysville City to engage our community, elected officials, stakeholders, and staff to develop a decision-making framework to assist the City Council with its policy decisions. It will help the City in setting priorities, focusing energy and resources, strengthening operations, establishing agreement around intended outcomes, measuring results, and assessing and adjusting the City's direction in response to a changing environment.

The Strategic Plan must include a methodology for answering primary questions and achieving key outcomes.

### **Some Primary Questions:**

- What city leaders and staff have a deep passion for – Why do we come to work every day? What motivates us? Why do we care about what happens in Kaysville City?
- What we believe the city can do well or even better than any other city – Are we uniquely positioned to do something extraordinary? What are we equipped to accomplish? This is a question of not only what we can do, but what we can do better than others.
- What is unique about the Kaysville City Downtown area? What opportunities exist that Kaysville City can utilize for positive change?
- What drives the city’s resource engine – What is it that needs to happen in order to empower us to realize this primary directive?
- What are the city’s core services?
- What are the service expectation in our community?
- How is performance measured and related back to funding priorities?

### **Some Key Outcomes**

- Better informed community engaged in decision-making with base level understanding of City services, municipal finance, and long-term capital needs to meet shared vision.
- Direct correlation to the prioritization of services in budget.
- Communication and prioritization strategy for long-term financing of facilities and infrastructure.
- Organizational mission, vision, values, and goals to incorporate into budget priorities and performance analytics.
- A plan for Downtown.
- A tool for reporting back performance against community values and desired outcomes with data to support assumptions about service needs and to provide context through comparisons to other communities.
- Engaged staff, elected officials, and community members understanding the prioritized objectives and allocating resources for now and the future of Kaysville City.

### **Citizen Participation/Public Involvement**

Public involvement in the strategic planning process is fundamental. The selected firm’s preliminary task will be to initiate a citizen participation approach. The City recognizes that the acceptance and success of the Strategic Plan will be due to the direct involvement, support and effort of the citizens of Kaysville City, along with



other stakeholder groups and individuals. The selected firm will be expected to work closely with the City and other civic leaders, using innovative approaches though active and engaged participation to ensure that diverse and significant citizen participation is achieved. Citizen committees and stakeholder focus groups are essential to supplement general public meetings and provide valuable insight to the issues, priorities and solution associated with the various aspects of the Strategic Plan. The selected firm will be expected to attend and facilitate meetings and workshops critical to understanding the community and its needs and crafting a plan that is customized and makes sense for Kaysville City. The selected firm will also be responsible for presenting the draft and final proposed plans at public meetings, including before the City Council.

Beyond meeting the general objectives outlined below, the firm will have the flexibility to propose creative techniques for engaging the entire spectrum of interests in the planning process. The aim is to offer a variety of avenues and opportunities for broad public input to boost “buy-in” to the Strategic Plan.

#### **Coordination with Elected Official, Stakeholders, and Staff**

The firm will be working with the Mayor, City Manager, Community Development Director, and other staff members periodically to complete the study. The Community Development Director will be the principle point of contact for this plan.

The work is expected to be iterative and will be shared with the staff members on the key findings before being summarized for the work with the elected officials to define the City’s mission, vision, values, and goals to guide the development of the Strategic Plan and subsequent implementation. The selected firm will also be responsible for presenting the draft and final proposed plans at public meetings and hearings, including before the City Council.

The proposed strategy should clearly articulate key milestones for engagement including how and when to engage:

- Citizens of Kaysville City
- Key Stakeholders
- The Mayor and City Council
- City Staff – should entail a multi-level and comprehensive engagement strategy in the assessment phase, and subsequent key milestones, to keep them apprised of progress.

## **Implementation Strategies**

The Strategic Plan must provide a vision and a means of implementation to allow the City to meet its future service obligations in a sustainable manner while preserving the quality of life for current residents. It should include:

- Concrete goals, action steps, and recommendations for policy changes and ordinance updates that will help shape decisions related to programs, projects, and budgeting priorities for 5, 10, and 15 year horizons.
- An assertive and rational work program and strategies for implementing the goals and objectives.
- Key performance indicators for measuring success. The City should be able to periodically examine a set of quantifiable metrics to determine whether or not the goals of the plan are being achieved within the established timeframes.

## **Roles of City Staff and Consultant Personnel**

The selected firm must furnish all required labor and materials necessary for completing the contractual scope of work for the project, including design and facilitation of all public meetings and presentations and associated displays/handouts. Firm should indicate in their proposals the types of activities in which they typically expect and will require administrative and logistical support from City Staff (e.g., meeting arrangements, compiling other available plans/studies and City maintained data, helping to identify key contacts, posting project updates and materials on the City's website, etc.). However, it should be understood that the City has limited staff, whose time is regularly committed to internal City business and customer service.

## **Deliverables**

Firm should identify the specific deliverables that would result from their project approach.

The City desires a Strategic Plan that is attractive, with a well-designed format that utilizes an appropriate mix of text, graphics, photographs, charts and maps to convey its findings and recommendations concisely and effectively. The format and content should be accessible and easy for residents and average readers to understand.

Firm shall be required to submit the following:

- One (1) reproducible, unbound, full-color, high-quality paper original of the final document. ○ Nine (9) bound copies, full color, high-quality paper original of the final document.
- One (1) overall PDF file of the entire plan for posting on the City's website ○ All electronic files that comprise the final printed document (all elements of the plan should be prepared in typical Microsoft Office formats such as Word and Excel, and any maps should be prepared using ESRI GIS software tools).
- Database of comments received from public and/or stakeholders throughout the study process.

### **Schedule**

From contract award to City Council consideration of the final Strategic Plan, the City desires the strategic planning process to take no longer than six months. It is preferred to have this portion of the study be done as quickly as reasonable possible, but still have a well put together plan to meet the needs of the City and have the requisite outreach with the community. This will be one of the items looked at in the proposals to determine the content and time required to complete the Strategic Plan.

END OF RFP