

City of Jerome
Request for Proposal (RFP) for a Strategic Plan
Issued October 9, 2014

The City of Jerome is seeking a qualified person or firm to contract for consulting services to guide a city wide Strategic Planning process. The deadline for submittals is 5:00 PM on October 31, 2014. See below for specific details and requirements.

Background

The City of Jerome, Idaho is located in south-central Idaho and is the county seat of Jerome, County. As of the 2012 Census, the City of Jerome is home to 11,027 individuals. For more information about the City, please visit our website at www.ci.jerome.id.us.

The City is seeking proposals to create a Strategic Plan. The Strategic Plan will be a big picture document that helps the City allocate its efforts and resources toward a clearly defined vision. The plan should include benchmarks or milestones that measure the City's progress along the way. The Strategic Planning process and final document should provide a plan with 5 year horizon to address the following:

- Assisting the City of Jerome decide what it wants to be in the future, including identification of what makes Jerome unique and special, and how the City can position itself to be prepared for the future while still retaining those qualities
- Recognizing economic development potential and ways to diversify the local economy
- Establishing goals and policies for future growth
- Evaluating existing and future public facilities and services
- Strategically positioning the City to maximize opportunities, including setting priorities
- Identifying and analyzing potential partnerships with other entities; (such as public/public, public/private)
- Maintaining customer service levels
- Meeting citizen expectations
- Planning for fiscal sustainability

Scope of Services

Please see Attachment A.

Qualifications

A combination of skills and experience that can successfully and effectively address the scope of services.

Compensation

The proposed project budget is up to \$15,000.

Process for Questions

For questions regarding the City's RFP process or the services being sought please contact Mike Williams, City Administrator at mwilliams@ci.jerome.id.us or (208) 324-8189.

Process and Timeline for Selection

The City's process and timeline for selection of a consultant are as follows:

October 31, 2014 at 5:00 p.m. – Deadline for RFP submittals

Submittals must be received at City Hall, located at 152 E Ave A, Jerome, Idaho 83338 by the above deadline. Submittals should be marked to the attention of Mike Williams, City Administrator. Digital proposals may be submitted via email (mwilliams@ci.jerome.id.us).

**Submittals received after the deadline will not be considered.*

Week of November 3, 2014 – Selection of preferred candidate - Contract Negotiation

A committee will review proposals and select a preferred candidate based on an interview, written proposal and other information, as well as the results of the reference checks, and will contact all candidates about the results.

November 18, 2014 – Present contract to City Council for approval

Submittal Requirements

To be considered, interested parties must submit by the deadline four copies of a proposed package that includes the following:

- Letter of interest – must be no more than two pages (note: one page is one side of an 8 ½" x 11" paper) in length and include contact information and signature.
- Summary of qualifications, experience, and availability. It should summarize qualifications, relevant experience, and availability to provide services to the City. It should also identify key staff members who will be participating.
- Proposed approach to the process, including a proposed schedule and description of proposed public involvement methods – must be no more than five pages summarizing method and approach to providing consulting services to the City.
- Proposed budget - must include detailed project costs, by task and estimated hours. Actual compensation is subject to contract negotiation.

- List of professional references – must be no longer than one page listing most recent professional references and their contact information.
- A minimum of three writing samples – must include at least three examples of relevant written work related to Strategic Planning.

Evaluation Criteria

The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements.
- Experience with similar projects.
- Creativity of approach.
- Proven experience in effective public involvement and incorporating citizen input.
- Demonstrated facilitation skills in successfully working with City Councils.
- Demonstrated knowledge/experience with actual implementation of possible strategies.
- Demonstrated experience in municipal finance.
- References.
- Acknowledgement and Ability to meet budget.

Attachment A

Scope of Services

The successful candidate will be able to:

1. Gather and analyze information to become familiar with the City of Jerome.
2. Describe the overall strategy and identify key challenges and opportunities.
3. Develop an Action Plan and establish implementation steps and schedule.
4. Develop and initiate a public involvement program that engages the community in the Strategic Planning process. Electronic surveys, community open houses, and other forms of community outreach could be used to achieve this objective.
5. Coordinate the process with City staff.
6. Facilitate Council discussion and decision-making at Council meetings and retreats.
7. At a minimum, provide the following deliverables:
 - a. A final Strategic Plan document that clearly identifies the vision of the organization with accompanying initiatives, goals, and objectives.
 - b. A Strategic Plan executive summary.
 - c. A strategy or method for gauging performance on the completion of strategic plan initiatives, goals, and objectives.