



# Memo

To: Mayor and Council  
From: Jim Chandler, Assistant City Administrator and Director of Com. & Econ. Development  
Taylor Robey, City Planner  
Date: July 13, 2022  
Re: Request for Proposal (RFP) Solicitation – Planning Consultant Services

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The purpose of this memorandum is to provide the Mayor and City Council with a briefing on the Planning Consultant RFP Solicitation to assist City Staff in the facilitation and preparation of the City's updated Sustainability Plan. This memo summarizes written responses received, and Staff's recommendation of bid selection.

## **RFP Solicitation**

The City has allocated in the adopted FY2023 \$45,000 to assist the City in its development of our 5-year Community Sustainability Plan.

On April 6, 2022, the City issued a solicitation for bids from interested and experienced economic development consulting firms to assist the City in the development of the City's Community Sustainability Plan, a strategic planning document that identifies community priorities through a comprehensive community planning effort. The Plan will generally comprise a Strengths, Weakness, Opportunities & Threats (SWOT) Assessment, Community Visioning & Prioritization and Strategic Planning sections.

The firm selected through this solicitation will serve on a project team and will primarily be responsible for assisting the City in (1) graphics/branding and template creation, (2) facilitating community planning sessions, performing data collection & analysis, (3) providing a community

debrief, and (4) assisting with the content development for the published Plan. All printing and final Plan publication will be taken care of in-house by the City. The bid application required the applicants provide a proposal clearly divided into sections including a Technical Section with project methodology and work samples, as well as a separate Sealed Dollar Bid Section.

**Bids Received – Application Review & Analysis**

The City received a total of nine (9) proposals submitted, eight (8) of which met the minimum requirements of the RFP solicitation and were accepted for review by the City. Copies of each application and materials were distributed to City Staff consisting of the following individuals:

- Jim Chandler, Asst. City Administrator, Director of Community & Economic Development
- Taylor Robey, City Planner
- Dory Estrada, Community & Economic Development Coordinator

Members were asked to review and evaluate the applications independently prior to meeting as a group. Each member of the Review Panel was asked to evaluate the applications based on the following criteria:

- Completeness of Proposal
- Company Profile, and Project Team Qualifications
- Scope of Service, Methodology, Schedule of Work
- Work Sample Summaries & Deliverables
- Fee Schedule & Project Hours by Activity

Each of the consulting firms provided a proposal for the development of Technical and Sealed Dollar Bid. See summary below.

<i><b>Firm</b></i>	<i><b>Location</b></i>	<i><b>Project Hours</b></i>	<i><b>Accepted/Rejected</b></i>
<i><b>Assedo Consulting LLC</b></i>	Laurel, MD	388	Accepted
<i><b>Better City</b></i>	Ogden, UT	172	Accepted
<i><b>Create &amp; LLC</b></i>	Washington, DC		Rejected
<i><b>Design Collective</b></i>	Baltimore, MD	238	Accepted
<i><b>Linnett Loving</b></i>	Midlothian, VA	198	Accepted
<i><b>Neighborhood Design Center</b></i>	Hyattsville, MD	243	Accepted
<i><b>Nishuane Group</b></i>	Montclair, NJ	226	Accepted
<i><b>Wallace Montgomery</b></i>	Hunt Valley, MD	286	Accepted
<i><b>WGI Inc.</b></i>	Arlington, VA	255	Accepted

The evaluations were completed on July 14, 2022. Staff discussed their evaluations of each Accepted responding proposal and the feedback provided by references for select firms. Staff determined the Top 2 responding firms as follows:

- Assedo Consulting LLC
- WGI, Inc.

Staff completed a virtual interview with the Top 2 responding firms on Tuesday, July 12, 2022 reference check and work product review for the top 2 firms Assedo Consulting LLC and WGI Inc. The interviews consisted of questions regarding the respective firms engagement methodology with traditionally under represented demographic groups, and process for in-person and virtual community planning sessions. The reference checks included quality of work product, experience working with the firm, methodology for conducting effective in-person and virtual community engagement sessions and the responsiveness/engagement of the local business community.

At the conclusion of the due diligence review, Staff's unanimously concluded the firm determined to best meet all the requirements of the solicitation.

### **Award Recommendation**

Based on local knowledge, quality of proposal, and endorsement by references, City Staff is recommending the City Council accept the proposal of ***Assedo Consulting LLC, Laurel, Maryland.***

The tentative contract execution date for this project is July 28, 2022 and the completion date of work shall be no later than June 30, 2023.

Staff is requesting that this item be scheduled for Consent on July 18, 2022 and consideration that this item be approved at the same meeting, provided the Interim Mayor and Council are satisfied with the proposed recommendations. In the interim, Staff will be finalizing the findings of the Strengths, Weaknesses, Opportunities & Threats Analysis and will submit to the selected firm, upon execution of a services contract.

The selected firm will be coordinating with the City to facilitate community planning sessions throughout the Fall.

### **Action Item**

Staff is recommending the Council's consideration of the following motion:

**"I move that the Mayor and Council accept the proposal submitted by Assedo Consulting LLC, 6100 Chevy Chase Drive, Suite 101, Laurel, Maryland 20707, for the purpose of facilitating and providing technical assistance in the development of the City's 2023 Community Sustainability Plan and authorize the City Administrator to execute a contract for services, not to exceed \$45,000."**