

REQUEST FOR PROPOSAL
FOR
COMMUNITY VISIONING CONSULTANT(S)

City of Roseville, Minnesota
2660 Civic Center Drive
Roseville, MN 55113

Release Date: May 16, 2022

**Proposal Must be Received
No Later Than:** 12:00 p.m., Friday, June 10, 2022

I. REQUEST FOR PROPOSAL NOTICE

Notice is hereby given that the City of Roseville requests proposals for **Community Visioning Consultant(s)** until 12:00 p.m., Friday, June 10, 2022.

One (1) digital copy shall be submitted via email to the contact listed below with the subject line to read: **RFP Visioning Consultant Proposal:**

Rebecca Olson, Assistant City Manager
2660 Civic Center Drive
Roseville, MN 55113
Rebecca.Olson@CityofRoseville.com

**The City will accept two (2), unbound, hard copies in lieu of the above.*

Please note that no formal opening of the proposals will take place.

Proposals will be evaluated and the successful consultant will be determined and approved by the City Council. The City reserves the right to reject any or all proposals, and to select the consultant and services that best meet the needs of the City.

Inquiries should be directed by e-mail to Rebecca Olson, Assistant City Manager at Rebecca.olson@cityofroseville.com no later than **May 27, 2022 at 3:00 p.m.** the RFP in Word format.

Schedule: (dates are estimates and subject to change)

Posting RFP	May 16, 2022
Last Day for Consultant Questions	May 27, 2022 @ 3:00 p.m.
RFP Proposals Due	June 10, 2022 @ 12:00 p.m.
Proposals Selected for Interviews*	June 15, 2022
Interviews	June 24, 2022
City Council Review/Approval	July 11, 2022
Project Start Date	July 18, 2022

**The City reserves the right to select a consultant from submitted qualification proposals alone.*

Consultants selected to move forward in the interview process will be asked to present their proposal to the City Council at the July 11, 2022 meeting. Presentations should be no longer than 15 minutes.

II. PURPOSE

The City of Roseville, Minnesota invites proposals from qualified consultants to conduct a community-wide visioning process. In 2006, a community-wide visioning process resulted in the *Imagine Roseville 2025* report and the development of Community Aspirations. As the demographics of the community have changed since 2006, the City wishes to conduct a comprehensive public participation process to collaborate with stakeholders to determine if the current Community Aspirations are relevant and appropriate and make any additions or revisions as necessary. Additionally, the city is seeking to collaborate with stakeholders to develop and prioritize specific outcomes that will demonstrate the City is achieving the Community Aspirations. The City Council has indicated the importance of collaboration with stakeholders to establish a foundation for the City's Strategic Plan for the next 10-year period.

III. PROJECT DESCRIPTION

The City of Roseville seeks to retain a highly qualified consultant experienced in public participation methods and facilitation with diverse stakeholders. The visioning process must be inclusive and reach a broad audience with the use of innovative and inclusive public participation efforts. A variety of effective approaches must be included to ensure engagement with and participation by a broad and deep cross section of the community. The consultant will have experience with the International Association of Public Participation (IAP2) foundations, planning and techniques; experience facilitating workshops and focus groups; as well as other strategies aimed at capturing widespread public input.

The City of Roseville intends to complete a city-wide visioning process. The process must include extensive, diverse and effective engagement and participation of residents, youth and other key stakeholders within the community. The intended outcome of the visioning process is to identify and articulate Community Aspirations and to develop and prioritize specific outcomes the community believes will demonstrate the City is achieving Community Aspirations. This process will serve as the precursor to the development of a community-informed Strategic Plan with specific goals to achieve the prioritized outcomes identified during the community visioning process to the maximum extent possible.

The City is looking for a consultant team with sufficient experience to work effectively in a collaborative framework with the public, youth, city commissions, business and industry representatives, service clubs, non-profit organizations, school and city elected officials, staff and other stakeholders. The City is looking for a blend of involvement and collaborative approaches that will engage stakeholders, and particularly community members that typically are not engaged in civic or community dialogue, and those of historically underrepresented backgrounds.

IV. SCOPE OF WORK

In addition to the items listed below, it is important that the consultant team remain cognizant of the need for the project to establish and sustain credibility with stakeholders and decision-makers. Additionally, this process will create a foundation the city can use as a stepping stone to further relationships that are initiated during the process. It is essential that the selected team have a

foundational knowledge and understanding of the International Association of Public Participation (IAP2) concepts, Spectrum of Participation, techniques and methods. The IAP2 model is what the City of Roseville uses to design effective public participation opportunities.

The City seeks a consultant who can design and partner with the City Council, and stakeholders in a process to review and renew Community Aspirations and develop and prioritize outcomes that demonstrate how the city can be assured they are making progress toward the Community Aspirations. The deliverables listed below provide a framework for the process, and while the consultant will be expected to produce the following products and provide the following services, we encourage suggested revisions relevant to the desired purpose and outcome outlined in [Article II](#).

V. DELIVERABLES

1. Overall Process Design

The consultant will be expected to design and recommend a process to the City Council that provides a detailed explanation of the visioning project process and more clearly defines roles, tasks, timelines and responsibilities throughout the life of the project.

2. Develop and Implement a Public Involvement Plan

Develop and implement a plan to engage and involve the public using collaborative strategies throughout the entire visioning process. It is anticipated that this will include a broad array of public participation activities in an effort to capture voices of stakeholders including those who are typically less engaged with civic processes. The consultant shall lead the public participation efforts with the ability to facilitate a variety of participation methods and activities effectively.

3. Develop a Communications Plan

Recommend strategies to keep the community informed and connected to the process to maximize participation in the Public Involvement Plan. The communications plan should link with the Public Involvement Plan and project outcomes. The communications plan should also provide a connection to the last community visioning process that occurred in 2006. This would include marketing and other methods of informing the public, creating key messages to increase awareness and recognition of the project and goals, build credibility and deepen understanding of the process.

4. Develop Materials

Develop materials to be used as part of the Public Involvement Plan. This could include toolkits to be used by boards, community groups, and/or commissions; digital and printed materials, a web-based project page, engagement module, marketing materials, surveys or other materials as necessary for effective implementation of the Public Involvement Plan.

5. Analysis and Report

Compile and analyze relevant data; identify and evaluate issues, values and concerns. Describe the tone and key themes of comments, feedback and input received from stakeholders. Articulate the community's recommendations for Community Aspirations as well as develop consensus around the outcomes and prioritization for each Aspiration. Develop a final report and presentation that showcase these recommendations and include the process by which the

community was engaged. This report should clearly outline the community’s aspirations for the City of Roseville, and provide an understanding of how the outcomes relate to the Aspirations.

VI. SCHEDULE

The following is the anticipated project timeline. Dates are subject to change.

Posting RFP	May 16, 2022
Last Day for Consultant Questions	May 27, 2022 @ 3:00 p.m.
RFP Proposals Due	June 10, 2022 @ 12:00 p.m.
Proposals Selected for Interviews*	June 15, 2022
Interviews	June 24, 2022
City Council Review/Approval	July 11, 2022
Project Start Date	July 18, 2022

*The City reserves the right to select a consultant from submitted qualification proposals alone.

Consultants selected to move forward in the interview process will be asked to present their proposal to the City Council at the July 11, 2022 meeting. Presentations should be no longer than 15 minutes.

VII. PROPOSAL CONTENT AND SUBMITTAL INSTRUCTIONS

Information provided will play a significant role in the City’s selection of the consultant considered best qualified to execute the project. To be considered for selection, submit the below information, clearly labeled and in the following order. The consultant shall submit one (1) digital copy of the submission in pdf format. All materials must be received no later than **Friday, June 10, 2022 at 12:00 p.m.**

Proposals and questions should be submitted electronically and addressed to:

Rebecca Olson
Assistant City Manager
Rebecca.Olson@CityofRoseville.com

Any changes to the RFP, clarifications of substance, etc. will be conveyed in writing electronically to all consultants who received the RFP.

The City reserves the right to reject any or all submittals, and to waive any irregularities or information in the evaluation process. The final decision is the sole decision of the City, and the respondents to this formal request have no appeal rights or procedures guaranteed to them.

1. Letter of Introduction

An overall introduction to the proposal is required, including a summary of the Consultant’s understanding of the scope of the project and overall approach to delivering the scope of services. The letter must state the name of the person authorized to represent the consultant

and sign any contract that may result. This should include the contact person's name, mailing or street address, phone number and email address.

2. Experience and Qualifications

- Provide an overview of qualifications for all members of the consultant team including how the qualifications relate to the scope of service and any relevant project experience.
- Highlight past performance, projects, and/or assignments in completing similar scope of services for other public agencies.
- Outline your experience and understanding of the International Association of Public Participation (IAP2) Spectrum of Participation and how that would be used to guide the Public Involvement Plan.
- Provide a statement of availability for the consultant and staff identified.

3. Approach

Describe how the consultant will complete the scope of work including a detailed timeline/schedule. The visioning process must include a variety of interactive public involvement activities designed such that there is a collaborative approach to public participation with an emphasis on engaging historically underrepresented groups and those who traditionally do not participate in civic processes. Consultants are encouraged to suggest revisions to the preliminary scope of work, preliminary timeline, alternative approaches and creative ideas that would improve upon the project.

4. References

Provide the following information for no more than three (3) projects similar to the scope of the work describe above that have been completed or are in progress by members of the project team.

- Name of Jurisdiction
- Brief description of the work completed
- Year completed
- Reference (name, title, phone number and email address)

5. Rate and Service Structure

Provide a not-to-exceed cost proposal for performing all the work described in the Scope of Work broken down by project component. Include any details you feel are necessary to explain/support your fee.

VIII. EVALUATION CRITERIA

The City of Roseville will evaluate respondents based upon the written response to this RFP; consultant interviews; references; and any other information requested by the City of Roseville.

Proposals will be evaluated on the following criteria:

Criteria	Description	Weight
Project Management	Consultants experience with similar projects and references of its clients. Ability to perform and complete the work in a professional and timely manner.	10%
Engagement Experience	Demonstrated qualifications and experience in this work, including the ability to involve and engage stakeholders in traditionally underrepresented and under-engaged demographics.	30%
Approach	Consultant’s understanding of and approach in providing RFP services. Responsiveness and completeness of the proposal and any value-added component. The degree to which the proposal offers a clear, comprehensive and collaborative process and achieves the public participation goals of the city.	35%
Cost	Cost or cost effectiveness and resource allocation.	15%
Minority-Owned Business	Preference is given to firm/consultant owned or operated by Black, Indigenous, Person of Color (BIPOC) or designated DBE.	10%
	TOTAL	100%

IX. AVAILABLE RESOURCES

The following documents and resources are readily available, if needed, as additional resources.

[Community Aspirations](#)

[Imagine Roseville 2025](#) – Final report adopted on March 29, 2007.

[Imagine Roseville](#) – A series of Community Forums in 2016-2017 that occurred in the wake of the Philando Castile shooting in a neighboring community.

[Strategic Racial Equity Action Plan \(SREAP\)](#) – Adopted in 2021

[2040 Comprehensive Plan](#) – Adopted in 2020

X. GENERAL DISCLAIMER OF THE CITY

This RFP does not commit the City of Roseville to award a contract. This RFP and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the City. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by and Applicant to this RFP, shall become the property of the City and may be subject to public disclosure by the City or any authorized agent of the City.

XI. APPENDIX

A. Professional Services Agreement