



**DRAFT**

**CITY OF LAWRENCE**

**REQUEST FOR QUALIFICATIONS (RFQ)**

**RFQ # Q1608**

**Purpose of RFQ: Strategic Plan Development Consultant Services**

**RFQ Description: The City requests consulting services to assist with the development of a strategic plan.**

**Department: City Manager's Office**

**Contacts: Diane Stoddard, Assistant City Manager**

email: [dstoddard@lawrenceks.org](mailto:dstoddard@lawrenceks.org)

Phone: 785-832-3413

**Site Visit Requirements: None**

**Copy Requirements: One electronic- note Submittal Requirements and Instructions**

**Due Date & Time: Wednesday, September 28, 2016 5:00 pm CST**

## **Request for Qualifications**

### **Strategic Plan Development Consultant Services**

#### **The City of Lawrence, Kansas**

**RFQ# Q1608**

#### **Purpose/Invitation to Submit**

The City of Lawrence requests the assistance of a consultant to assist with the development of a strategic plan. The City does not have a current strategic plan. Specifically, the City is seeking assistance in creating a two-year strategic plan framework, to include:

- a review of the existing organizational vision, mission and core values,
- environmental scan and analysis of strengths, weaknesses, opportunities and threats
- development and prioritization of strategic goals
- Establishment of measurable goals and objectives

#### **Context and Scope**

The City of Lawrence is a vibrant college community of nearly 100,000 residents in northeast Kansas, located between the Kansas City metro and the State Capitol, Topeka. Lawrence is home to the University of Kansas, Haskell Indian Nations University and Peaslee Tech. The City operates under a commission-manager form of government and offers a full range of services to its residents and businesses.

In the Spring of 2016, a new City Manager was hired. One of the main goals of the new City Manager and the City Commission is the development of a strategic plan. The search bulletin for the City Manager search provides a good overall context of the City of Lawrence, its operations and issues. The City has been engaged with numerous stakeholders over the past few years in a process to update its comprehensive plan, Horizon 2020. The City has also recently updated its budget process to include a comprehensive multi-year capital improvements plan. A strategic plan is needed to coordinate with existing plans and guide the work plan and focus for city staff and the elected officials, as well as inform the annual budget.

The consultant will be required to skillfully guide organized discussions among members of the City Commission and senior staff that will lead to a final strategic plan. The consultant will be expected to provide expertise and advice and work with the City on

format and process for strategic plan development. The consultant will be expected to develop the framework and text of the strategic plan, along with the assistance of City staff as needed. The strategic plan framework will result in measurable goals and objectives upon which staff can provide follow up and reporting on an ongoing basis. It is expected that the consultant would be hired in October, with the project being completed in early 2017 in advance of the 2018 budget process, which begins in the spring.

The following resources may provide additional context for interested consultants:

City of Lawrence website: <https://www.lawrenceks.org/>

City Manager position search candidate brochure:  
[https://www.lawrenceks.org/assets/agendas/cc/2016/08-16-16/cmreport\\_cm\\_search\\_brochure.pdf](https://www.lawrenceks.org/assets/agendas/cc/2016/08-16-16/cmreport_cm_search_brochure.pdf)

Citizen survey reports- 2015 and earlier: [https://www.lawrenceks.org/citizen\\_survey](https://www.lawrenceks.org/citizen_survey)

City Manager's 100 Day Report Items: [August 2016 City Hall Update](#) [City Commission SWOT Analysis](#) [Department Head SWOT Analysis](#)

Other plans:

<http://lawrenceks.org/pds/horizon-2020-update-process>

[https://www.lawrenceks.org/pds/plans\\_studies](https://www.lawrenceks.org/pds/plans_studies)

## **Submittal Requirements**

Consultants are asked to submit a Statement of Qualifications for this project. This RFQ is intentionally loosely structured in order to enable the consultant the discretion to determine the best information to submit in order to be responsive to the project. However, please be sure to include the following:

1. Provide background information on your practice and your work with strategic planning. Identify the project manager and other key personnel who will work on the project with the City.
2. Explain your general approach to strategic planning and particularly how you work with the City elected officials and staff during the process.
3. Provide contact references from other local government strategic planning clients starting with the most recent project first. Provide a brief description of the projects executed for each of these clients. Samples of work with web links, and

links to presentations made during strategic plan facilitation will be particularly helpful.

4. Indicate ability to meet project schedule, specifically ability to work with the City to complete the strategic plan by early 2017 (no later than mid-March 2017).
5. Given the schedule, please provide your thoughts on the approach to conducting the environmental scan.
6. Provide a reasonable range of costs and range of scope based on your expertise with strategic planning in like-sized communities. Actual scope of the project will be negotiated between the successful consultant and the City.

### **Consultation Clarification**

Consultants are asked to direct all questions regarding this RFQ to Diane Stoddard, Assistant City Manager, the City of Lawrence at [dstoddard@lawrenceks.org](mailto:dstoddard@lawrenceks.org), or 785-832-3413.

### **Selection Process**

A Selection Committee involving the City Manager, Assistant City Manager, a Department Head and an elected official will review submittals to develop a consensus of the best firm to complete the project. The consensus will be based upon relevant project experience, statements of availability and interest, approach to the project, commentary of references and demonstrated competence. Cost will be a factor, but not the only decision factor. The City Manager will make the final selection and approve the agreement with the successful consultant.

### **Interviews**

The City may conduct interviews with the shortlisted firms for the project. Team members should be prepared to discuss, among other things, their approaches to strategic plan development, availability for the project, and experience with other similar projects.

### **Submittal Schedule\***

Invitation to Submit.....September 14, 2016

Invitations will be distributed electronically by the City of Lawrence to selected consultants and posted on Demand Star and the city website. Others may request a copy of the RFQ at any time prior to the submission date.

Submission Deadline.....September 28, 2016

**Submittal Instructions:** Submit one electronic PDF of your Statement of Qualifications to Diane Stoddard via e-mail (dstoddard@lawrenceks.org) by 5:00 p.m. CST. Consultants are responsible of ensuring electronic delivery by receiving a confirmation by the City of Lawrence. Be aware that the City has buffers for large files, so they will require special care to ensure delivery to the City.

City of Lawrence, Kansas  
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Lawrence, Kansas 66044  
[dstoddard@lawrenceks.org](mailto:dstoddard@lawrenceks.org)  
785-832-3413

Shortlist Notified.....October 6, 2016

The City will notify selected firms by phone or email to schedule interviews. All unsuccessful firms will be notified by email.

Interviews.....October 11-12, 2016

Agreement with Firm .....Week of October 17, 2016

Timeframe for services: Between Agreement date and mid-March 2017.

*\*Schedule of interviews and agreement date is subject to change.*