



TOWN *of*
WAKE FOREST

REQUEST FOR QUALIFICATIONS (RFQ #21-0002)
TOWN OF WAKE FOREST STRATEGIC PLAN

DATE ISSUED

Tuesday, March 23, 2021

QUESTIONS AND CLARIFICATIONS DUE DATE

**Thursday, April 1, 2021
1:00p.m.**

DUE DATE

**Thursday, April 15, 2021
1:00 p.m.**

E-Mail Address Submittal (Preferred)

lhayes@wakeforestnc.gov

Physical Acceptance Location

**Town of Wake Forest Town Hall
Attn: Lisa Hayes, Strategic Performance Manager
301 South Brooks Street
Wake Forest, NC 27587-2901**

Mailing Address

**Town of Wake Forest Town Hall
Attn: Lisa Hayes, Strategic Performance Manager
301 South Brooks Street
Wake Forest, NC 27587-2901**

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Notice

The Town of Wake Forest (as referred to as “the Town” or “Wake Forest”) is soliciting Statement of Qualifications from firm(s) or organization(s) qualified to provide professional services in its efforts to prepare a Strategic Plan update. The project will result in a comprehensive Strategic Plan that identifies Wake Forest-specific strategies that support the accomplishment of Strategic Plan goals.

All respondents to this Request for Qualifications (RFQ) are subject to the instructions communicated in this document and are cautioned to completely review the entire RFQ and follow instructions carefully.

I. General Information

Wake Forest is part of the Research Triangle, one of the fastest growing regions in the country, and located minutes from Raleigh, the state capital. In the past few decades, Wake Forest has transformed from a small, rural town into a residential community with an estimated population greater than 50,000.

The Town of Wake Forest operates under a Council-Manager form of government. The Town Board of Commissioners is a five-member governing board and is comprised of the Mayor, and five At-Large members. The Board members serve as the Town’s policy making body, responsible for adopting an annual balanced budget, establishing legislative direction for the Town, and hiring a professional Town Manager to direct the daily activities and operations of the Town’s departments.

The Town provides its citizens with a full range of services, including police and fire protection, recreational activities, land use development, solid waste collection and disposal, storm water management, general administration and management, and the construction and maintenance of streets, curbs, sidewalks and other infrastructure.

II. Background

The Town of Wake Forest began its original Strategic Planning Process in late 2012, with a five year plan adopted in 2015 and updated in 2017. The current plan has a mission and vision statement and 4 guiding goals.

III. Scope of Services

The Town of Wake Forest is seeking a consultant that has extensive experience in supporting the development of strategic planning initiatives in a wide variety of organizations as well as with establishing structure, timelines and budgets. Experience in the following areas are necessary:

- Facilitate an environmental assessment with elected officials and staff
- Evaluate internal strengths and weaknesses
- Assist in the development of short and long term goals and objectives
- Assist in the development of outcomes to measure the ongoing effect of established goals and objectives

The objectives listed below should be included in the proposal:

- Meet with project management team to clarify project outcomes
- Provide a project plan with a scheduled timeline
- Provide Environmental Assessment summary report
- Design an online survey to be circulated by Town staff
- Facilitate work session with Town Board as well as individual follow up sessions
- Review of existing customer/resident satisfaction data, staff facilitated community meetings, staff meetings, and other documents that might be useful for inclusion in the environmental scan
- Facilitate presentation to leadership team with discussion/feedback
- Facilitated meetings with Strategic Planning team
- Draft Plan
- Meeting with Town Council and Strategic Planning Team
- Assist with aligning departmental strategies and priorities with the Strategic Plan

IV. Content and Format of Qualification Package

A selection committee will evaluate the submittals and may elect to select the most qualified firm based on the responses as submitted or elect to conduct interviews with multiple firms prior to recommending a firm.

To be considered for selection, submittals must include the following:

Letter of Interest:

The letter of interest provided in the submission shall include the following:

- The name, address and email of the prime consultant and the state in which it is incorporated and chiefly located.
- The name, address and email of each sub-consultant and the state in which each entity is incorporated and chiefly located, if sub-consultant is part of team.
- A brief description of the proposer (prime and sub-consultants, if applicable), and its interest in performing the required professional services.
- A summary of the understanding of the Scope of Services and overall approach to the Scope of Services
- The name, address, phone, and e-mail address of the designated contact for the proposer (prime consultant).
- A statement indicating any judgments against the proposer (prime, sub-consultants, and third-party consultants) within the last five (5) years, or pending litigation, related to professional conduct or services.
- All addenda to the RFQ document (each addendum must be identified), if applicable.
- Signature of a duly authorized official of the consultant firm or other person fully authorized to act on behalf of the firm or team.

Firm and Staff Qualifications:

The submission shall include a general description of the firm and its background as it relates to this project. Specific information regarding the firm and staff shall be submitted and include:

- Information regarding the firm's previous experience with similar or related projects, performed within the last 5 years, including a brief description of these projects and project staffing.

- Information demonstrating the firm and staff capabilities to perform all aspects of this project.
- Information regarding the expertise and experience of staff person(s) assigned to work on the project. It should also contain specific proposed responsibilities of the project staff person(s).
- A description and organizational chart showing the structure of the proposer's team, inter-relationships, areas of responsibility and the names and current professional licenses of key personnel assigned to the project along with their areas of responsibility. Note: no substitutions to the proposed project team of the selected firm(s) can be made without the prior written approval of the Town as noted in Appendix A.
- Three references including client name, address, contact person, telephone number, email, project start and end date as well as a project description. References should be for similar or related projects on which key staff that are proposed for this project have worked.
- The firm and staff qualification information for each sub-consultant, a description of the services the firm performed, as well as related projects and references, if sub-consultant is part of team.

Project Approach:

The submission shall include a response to each task in the Scope of Services and identify how the requirements will be met. Each response will also include, but is not be limited to, a detailed statement of how the submitting firm intends to approach the work required.

Work Samples:

The submission shall include three recent work samples of Strategic Plans prepared for jurisdictions comparable to the Town of Wake Forest.

V. Submittal Process Details

Firm selection will be based on the letter of interest, firm and staff qualifications, project approach, anticipated schedule, and work samples related to Strategic Plans for compatible jurisdictions.

The Town of Wake Forest reserves the right to reject any responses to this RFQ that do not comply with the content and format of proposal requirements. The Town can also conduct discussions with any or all respondents. The Town accepts no financial responsibility for any costs or expenses incurred by any entity in responding to this RFQ. All submissions may be kept by the Town and may be disclosed to third parties at the Town's discretion.

VI. Questions and Clarifications

All questions shall be submitted to Lisa Hayes, Strategic Performance Manager, via email (lhayes@wakeforestnc.gov), no later than 1:00 p.m. on Thursday, April 1, 2021. Questions submitted later than this deadline will not be considered. An Addendum with questions and answers, if necessary, will be published on the Town website by 5pm on Monday, April 5, 2021.

VII. Statement of Qualifications Submittal

The deadline for firms submitting qualifications is 1:00 p.m. on Thursday, April 15, 2021. No submissions or supporting documents will be accepted after this deadline. Submittals may be emailed to lhayes@wakeforestnc.gov or delivered to:

Physical Acceptance Location

Town of Wake Forest Town Hall

Attn: Lisa Hayes, Strategic Performance Manager

301 South Brooks Street

Wake Forest, NC 27587-2901

Mailing Address

Town of Wake Forest Town Hall

Attn: Lisa Hayes, Strategic Performance Manager

301 South Brooks Street

Wake Forest, NC 27587-2901

Submittal packages should be enclosed in a sealed envelope marked **REQUEST FOR QUALIFICATIONS – WAKE FOREST STRATEGIC PLAN RFQ #21-0002** to the attention of Lisa Hayes, Strategic Performance Manager. All proposal packages and materials submitted hereunder become the exclusive property of the Town of Wake Forest.

VIII. Anticipated Schedule

- 04/15/2021: Submission deadline
- 04/15/2021 – 04/21/2021: Selection committee review of submittals
- 04/22/2021 – 4/28/2021: Virtual interviews conducted with selected consultants, if necessary
- 04/30/2021: Highest ranked firm notified
- 05/31/2021: Contract finalized, and non-selected firms notified
- 06/01/2021: Project commences

IX. Selection Process

This RFQ provides information necessary to prepare and submit qualifications for consideration and ranking by the Town. It is the intent of the Town to appoint a selection committee to review the submitted Statements of Qualifications. This committee will review each qualification submittal and rank the submittal based on the criteria requirements specified within this RFQ. The Town may invite firms for interviews, but this is not a required step in the selection process. At the conclusion of the interviews (if held), the selection committee will rank the firms based on the selection criteria and the interviews. The Town will provide written notification to all firms regarding final selection by May 31, 2021.

Upon completion of the selection process, the highest ranked firm will be asked to submit a fee proposal to begin contract negotiations for a fair and reasonable price. By submitting their Statement of Qualifications in response to this RFQ, respondent accepts the evaluation process as outlined in the following section, acknowledges, and accepts that determination of the “most qualified” firm may require subjective judgments by the Town.

X. Evaluation Criteria

1. **Qualifications of the Firm:** Outline and specify the qualifications of the firm to provide the requested services as outlined in the scope of work. This shall include any sub-consultants that may be part of the team, if applicable. (20%)
2. **Overall Qualifications of the Project Manager and Project Team:** Clear identification of the project manager and team personnel that will be assigned to the project. This section shall include the demonstrated project management and quality control methods employed by the team. (30%)
3. **Project Approach and Project Understanding:** Preference shall be afforded to those firms that, in the opinion of the Town, will be able to adequately respond to requests for consultation meetings or project administration requirements, and firms having a detailed understanding of the project requirements. (30%)
4. **Relevant Experience.** (20%)

APPENDIX A

I. General Contract Terms and Conditions

- The selected firm will report directly to the Town of Wake Forest. The selected firm is to administer the contract and to ensure that all work is performed in accordance with the contract requirements. The selected firm will be responsible for providing technicians, and sub-consultants with the appropriate skills and qualifications to ensure contract compliance. The firm will be directly responsible for oversight of the project for the Town.
- The selected firm will be notified by the Town and will enter contract negotiations for receiving this work. A professional services agreement will be negotiated with the selected contractor based on the proposed scope of work outlined in their proposal.

II. Conflict of Interest Statement:

It is the policy of the Town of Wake Forest that the conduct of officers, directors, project managers, or and all other persons acting as its representatives should be at all times in the best interests of the Town, its members and the general public. In performing their duties, Town representatives should not be influenced by desire for personal gain. Conflict of interest is defined as a situation in which professional judgment or behavior concerning a primary interest (in this case the integrity of the Town) has been improperly influenced by a different interest (such as for financial gain). The prompt disclosure of possible conflicts of interest or of those situations where such a perception could reasonably be anticipated to arise helps to avoid injury to an agreed upon primary interest.

Firm(s) selected for these advertised services shall become aware of and comply with state laws related to gifts and favors, conflicts of interest and the like, including N.C.G.S. 14-234, N.C.G.S 133-1, and N.C.G.S. 133-2.

Firm(s) selected for Strategic Planning Services by the Town will be required to disclose any conflicts of interest for 18 months prior to the submission of the Proposal package to the Town.

If a conflict of interest is not disclosed by the consultant and a conflict of interest is determined by the Town of Wake Forest to exist at a later time, the consultant will not be compensated for their prior work and will be required to reimburse the Town of Wake Forest for any payments received. The consultant would be immediately dismissed from the contract.

III. Changes in Personnel:

Changes to personnel on project team(s), particularly a project manager, are to be avoided wherever possible. The selected firm must request in writing to the Town for all changes to project team members. The Town will consider requests and may accept the new personnel changes, or may deny the request and consequently, the selected firm may no longer be considered for Planning and Design Services with the Town.

IV. Americans with Disabilities Act (ADA) Compliance:

The Town of Wake Forest will comply with the Americans with Disabilities Act (ADA) which prohibits discrimination on the basis of a disability. The Town of Wake Forest will make reasonable accommodations in all programs to enable participation by an individual with a disability who

meets essential eligibility requirements. Town of Wake Forest programs will be available in the most integrated setting for each individual. If any accommodations are necessary for participation in any program or services, participants are encouraged to notify Town staff.

V. Minority/Women/Small Business Enterprise:

It shall be the practice of the Town of Wake Forest Government to provide minority-owned, women-owned, and small business enterprises (collectively “M/W/SBE”) as well as other responsible vendors with fair and reasonable opportunity to participate in Town of Wake Forest’s business opportunities including but not limited to employment, construction development projects, and material/services, consistent with the laws of the State of North Carolina.

VI. Nondiscrimination Policy:

The policy of the Town of Wake Forest prohibits discrimination against any person or business in pursuit of these opportunities on the basis of race, color, national origin, religion, sex, age, disability, or veteran’s status. It is further the policy of the Town of Wake Forest to conduct its contracting and procurement programs so as to prevent such discrimination and to resolve any and all claims of such discrimination.

VII. Insurance and Indemnity Requirements:

To the extent permitted by law, the Consultant agrees to defend, pay on behalf of, indemnify, and hold-harmless the Town of Wake Forest, its elected and appointed officials, employees, agents, and volunteers against any and all claims, demands, fault, actual liabilities, assertions of liability, expenses, suits, or losses, including all costs connected therewith, which may be asserted, claimed, or recovered against or from the Town of Wake Forest, its elected or appointed officials, employees, agents, and volunteers by reason of personal injury, including bodily injury or death and/or property damage, including loss of use thereof resulting from the negligence of the Consultant.

The Consultant further agrees to purchase and maintain during the life of any contracts entered into with the Town the following insurance with an insurance company acceptable to the Town of Wake Forest and authorized to do business in the State of North Carolina:

- **Automobile:** Bodily injury and property damage liability covering all owned, non-owned, and hired automobiles for limits of not less than \$1,000,000 each person/\$1,000,000 each occurrence.
- **Comprehensive General Liability:** Bodily injury and property damage liability insurance shall protect the Consultant from claim of bodily injury or property damage which arises from operations of this contract. The amounts of such insurance shall not be less than \$1,000,000 bodily injury and property damage liability each occurrence/aggregate. This insurance shall include coverage for product/completed operations and contractual liability assumed under the indemnity provision of this contract. The Town of Wake Forest shall be listed as an “Additional Insured”.
- **Consultant’s Professional Liability:** In a limit of not less than \$1,000,000.

- Workers' Compensation and Occupational Disease Insurance:
 - Coverage A – Worker's Compensation: Meeting the statutory requirements of the State of North Carolina.
 - Coverage B – Employer's Liability: \$1,000,000 each accident / \$1,000,000 disease – each employee / \$1,000,000 disease – policy limits.

Certificates of such insurance will be furnished to the Town of Wake Forest Purchasing Manager and shall contain the provision that the Town of Wake Forest be given thirty (30) days written notice of any intent to amend or terminate by either the Consultant or the insuring company. Additionally, the Town of Wake Forest shall be listed as Certificate Holder on COI.

VIII. Notifications

Public Records Notice:

Records received by the Town of Wake Forest in response to a bid solicitation or a request for proposal/qualifications are public records and subject to public inspection and copying. Some bid records are public as soon as received by the Town, others become public at bid opening and others at bid award.

The Public Records law (N.C.G.S. 132-1 *et seq.*) authorizes the Town to withhold from public inspection and copying legitimate and properly marked 'trade secrets'. If a record meets all the following conditions, then the Town may withhold that particular trade secret from a public record inspection request:

- It is a "trade secret" as defined in G.S. 66-152(3); and
- It is the property of a private "person" as defined in G.S. 66-152(2); and
- It is disclosed or furnished to the Town in connection with a bid or proposal; and
- It is marked as "confidential" or as a "trade secret" at the time of its initial disclosure to the Town.

If as part of your bid or proposal, you submit to the Town any record, or portion of a record, that you consider to be a trade secret meeting the definition contained in G.S. 66-152 (2), you may clearly mark the particular record, or portion of the record, that meets the definition of trade secret as TRADE SECRET or CONFIDENTIAL TRADE SECRET, and the Town will be authorized to withhold that particular record or portion thereof, from public inspection. In the event the Town receives a public records request for records you designate as 'trade secret' the Town will notify you and give you the opportunity to, within one week of such notification, confirm in writing that the specific record, or portion of record, that you designated as TRADE SECRET meets the requirements of G.S 132-1.2 and G.S. 66-152, and the reasons therefore. The Town will require that you indemnify the Town in the event a challenge is brought for the withholding of a record based on your having designated it a trade secret.

Addenda Notice:

It is the respondent's responsibility to ensure that all addenda have been received. Please visit <https://www.wakeforestnc.gov/finance/purchasing-warehouse/bids-announcements> for the most current information.