

REQUEST FOR PROPOSAL:
Strategic Plan for the Charlottesville-Albemarle
Metropolitan Planning Organization

PURPOSE OF WORK:

The Charlottesville-Albemarle Metropolitan Planning Organization (CA-MPO), housed and staffed by the Thomas Jefferson Planning District Commission (TJPDC), seeks the services of an experienced consultant to develop a strategic plan for the CA-MPO. The consultant will work with staff and a stakeholder committee, if designated, to review and assess the CA-MPO organizational structure, policies, and practices and develop strategies to implement proposed recommendations to support the established purpose and goals of the MPO. The strategic plan should be completed by June 30, 2022.

PROCESS AND DEADLINES:

Submission:

- Proposal submissions should be sent via email to: Sandy Shackelford at sshackelford@tjpd.org
- Phone: (434) 422-4823
- *Note:* The TJPDC reserves the right to reject any or all proposals wherever it is in the best interest of the Planning District Commission. The TJPDC is an Equal Opportunity Employer. Minority and Women-owned businesses are encouraged to submit a proposal.
- Proposals will be received until October 22, 2021 at 4:00 pm.
Late Proposals: Proposals received after the stated closing time and date will not be considered.

Decision:

- Proposals will be reviewed within 10 business days of the closing date and notification of decision will be made by November 5, 2021.

Proposals must include the following:

- Cover letter introducing the consultant team;
- Qualifications to include a brief history of the consultant's business and services, consultant team members and relevant experience, and the identification and contact information for the primary point of contact;

- A minimum of three (3) references from clients for whom you have completed similar work products in the past, including the time period services were provided. Please provide a summary of the work performed and client contact information;
- Cost Estimate not to exceed \$30,000;
- A work plan that specifically addresses all elements in the Scope of Work described below including a project schedule of required and recommended tasks and milestones.

Period of Performance:

- The time period for the work described in the scope is approximately 7 months from issuance of Notice to Proceed.

BACKGROUND:

The CA-MPO is the forum for cooperative transportation decision-making among Charlottesville, Albemarle, state and federal officials. The MPO considers long-range regional projects and combines public input, technical data, and agency collaboration to develop forward-thinking solutions.

Organized for the City of Charlottesville and the urbanized area of Albemarle County immediately surrounding the City, the CA-MPO is responsible for carrying out continuing, cooperative and comprehensive transportation planning and programming processes. The MPO coordinates the transportation planning activities of the various transportation-related agencies that have both a direct and indirect impact on the Long Range Plan and Transportation Improvement Program.

The CA-MPO has an annual budget of approximately \$320,000 and does not have any staff exclusively dedicated to its operation, although there are staff that work predominately within the program.

In May of 2016, CA-MPO staff developed its first three-year strategic plan. Many of the opportunities identified in this initial strategic plan have been implemented. But there has been significant staff transition since that plan was developed, and there are several items that have remained unaddressed. CA-MPO staff has been working to develop better systems to identify regional priorities to incorporate into the development of its annual work program, but the development of the annual work program generally lacks continuity from one year to the next without a more robust understanding of transportation planning goals and priorities.

The CA-MPO is governed by the Policy Board and currently meets on a bi-monthly basis. In addition to the Technical Committee, the CA-MPO also maintains an ongoing Citizens Technical Advisory Committee. In 2017, the Regional Transit Partnership (RTP) was established as an advisory board to provide recommendations to decision-makers on transit-related matters.

While funding for the RTP is a regular item in the CA-MPO's Unified Planning Work Program, the RTP is not formally imbedded within the CA-MPO's committee structure.

SCOPE OF WORK:

The successful consultant should have experience working with governmental bodies and understand federal requirements governing metropolitan planning organizations as well as state funding resources for transportation planning and projects.

The Strategic Plan should cover a three-to-five year time frame, engage the key MPO stakeholders in its development, and should address the following:

- Development of a Vision and Mission statement;
- Review of Policy Board and Committee by-laws and policies;
- Clarification of MPO stakeholders and clients;
- Evaluation of committee structure, membership, meeting regularity, and purpose;
- Integration/coordination with other related programs such as rural transportation, transit, and commuter assistance;
- Annual work plan development priorities and processes;
- Effective citizen engagement, public participation, and process communication;
- Coordination with stakeholders; and
- Recommendation of implementation strategies, schedules, and progress evaluation.

The development of the Strategic Plan should be completed with a high level of engagement with the CA-MPO Policy Board, CA-MPO committee members, other regional stakeholders, and CA-MPO staff. The proposed Scope of Work should include the consultant's approach to incorporate this input into the final work product.

DELIVERABLES:

1. Facilitated discussions with staff, members of the Policy Board and other MPO committee members, and other regional stakeholders;
2. Digital copies of all materials used to facilitate discussions;
3. Written and presented summary of findings report;
4. Final strategic plan detailing Mission, Vision, Goals, Strategies, Timeline, Organizational Structure, and any other recommendations developed as part of the strategic planning process, including specific implementation guidelines.
5. Two presentations of findings and recommendations to MPO Committees and Policy Board, to include a presentation of the draft, and a presentation of the final incorporating appropriate feedback.

EVALUATION CRITERIA:

Each proposal will be evaluated based upon the following published criteria, including compliance with the RFP instruction and the mandatory terms and conditions set forth within the RFP document. The objective of the evaluation will be to select the consultants who, in the sole discretion of the TJPDC, offers the best value and fit for the needs of the CA-MPO. Each proposal will be evaluated on the following criteria:

1. **Project Understanding:** The proposal demonstrates that the consultants understand the needs and priorities of the CA-MPO.
2. **Approach and Methodology:** The proposal demonstrates that the consultant team has a well-developed plan to satisfy all items in the Scope of Work.
3. **Experience and Qualifications:** The members of the consultant team and any sub-contractors possess the necessary skills and experience to successfully complete the Scope of Work.
4. **References:** The consultant team is able to demonstrate that it has successfully completed similar projects for previous clients.
5. **Cost:** The proposal includes reasonable details of cost estimates broken out by project task and deliverables.