



REQUEST FOR PROPOSALS

Strategic Planning Services

March 2022

Midway Heights CWD Request for Proposals

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I. INTRODUCTION

A. General Information

The Midway Heights County Water District (the District) requests proposals from qualified business consultants to assist in the development of a Strategic Plan for the District.

To be considered, a proposal must be received by the District before the 3:00 PM deadline on May 6, 2022. The District reserves the right to reject any and all proposals submitted.

B. Term of Engagement

Bid proposals are requested for services to be delivered within a Project span of up to five calendar months.

C. Project Budget

The amount budgeted by the District for consulting work described by this Request for Proposals is not to exceed \$20,000.

D. Proposal Conditions

1. Submission of a proposal indicates acceptance by the proposing consultant of the conditions contained in this Request For Proposals (RFP) unless clearly and specifically noted in the proposal and, if selected, confirmed within the contract between the District and the consultant.
2. The District will honor the confidentiality of proprietary material submitted, provided that the material is clearly marked as such. The District reserves the right to retain all submitted proposals regardless of whether any submitted proposal is selected.
3. There is no expressed or implied obligation on the part of the District to reimburse respondents for any expenses incurred in preparing or submitting a response to this RFP. Such costs should not be included in the proposal.

II. ABOUT MIDWAY HEIGHTS COUNTY WATER DISTRICT

The District was formed in 1954 and serves a four square-mile area in the unincorporated area of northern Meadow Vista and western Weimar, CA. The District provides both irrigation and potable water; irrigation water is purchased from the Placer County Water Agency and treated water is supplied by the Weimar Water Company. Revenues are derived from service charges, property taxes, and investment income.

The District is governed by a five-member Board of Directors elected at large by registered voters who reside within the District. There are three staff members: the General Manager who reports to the Board and two field staff who report to the General Manager.

The District FY-2022 budget, begun on July 1, 2021, provides \$711,000 for general fund operations.

III. NATURE OF SERVICES REQUIRED

A. General

1. The District is soliciting the services of a qualified business consultant, either a consulting firm or an individual, to assist development of a Strategic Plan.
2. The District is requesting bids for a project spanning up to five months.
3. The District seeks consulting services that will lead to the completion of an acceptable Strategic Plan for the District within the allotted time for the project.

B. Proposal Expectations

1. The District envisions a Strategic Plan that will, at minimum,
 - a. Provide a framework for discussion of District issues with our customers,
 - b. Aid the ongoing prioritization of projects and tasks,
 - c. Support productive dialog between the Board and General Manager,
 - d. Feed into the annual budgeting process, and
 - e. Lend structure to contingency planning.
2. Once completed, the Plan should be well organized, easy to understand, comprehensive in nature, and supportive of the strategic needs of the District within a rolling 3-to-5-year window.
3. The proposed project tasks, and the work process for accomplishing the tasks, must be clearly articulated.
4. The proposed work process shall provide for briefing the District Board at its regular monthly sessions during the active project. (Regular sessions are generally held evenings of the third Thursday of the month.) A short, written progress summary must be prepared two weeks in advance of each such session for inclusion in the published Board Packet. The lead consultant must be present in session to answer questions and take comments and suggestions under advisement.
5. The proposed work process shall provide for conduct of a Strategic Plan Workshop to be held during a single-subject, Special Board meeting where public attendance and comment is strongly encouraged. The purpose and value of each Plan component is to be explained in a manner that is free of jargon and is readily understandable by our customers.

C. Project Planning Considerations

1. The District will provide support for active tasks, such as reasonable workspace, access to a telephone landline, shared use of a printer/copy machine, and access to non-sensitive District records. Scheduling of personnel for interviews will be arranged promptly by the District while recognizing operational constraints.
2. Consultant staff will work with the project's designated Ad-Hoc Committee (two Directors and the General Manager) to produce successive drafts of the Strategic Plan, up to and including the Final Report. The Committee's role will be advisory, as well as facilitative. Its role does not include production or approval of work products.

D. Final Report

1. Report preparation, including word processing and production of the Report in the required formats, shall be the responsibility of the consultant.
2. The Final Report shall be in the form of a cover letter over the lead consultant's signature and will include the proposed Strategic Plan as an attachment.
3. The Report shall include a Management Letter that specifies the nature and scope of any separate projects needed to successfully implement the Plan.
4. Charts, photos, or other enhancements typical of a published version should be included only as needed for clarity of the Plan's essential concepts and context.
5. The Final Report shall be delivered to the District in both hard copy and electronic formats:
 - One printed copy (single sided) with signature approval lines;
 - One electronic copy in MS Word format;
 - One electronic copy in PDF format.
6. Upon receipt, the Final Report will be included in the Board Packet for the next regular Board meeting as an item for discussion and possible approval. The lead consultant shall attend the Board meeting and address questions posed by the Board, General Manager, and members of the public.
7. The Board may, in its discretion, accept the Report as written or as specifically amended in session.
8. If the Report is not accepted, the consultant will have the option to confer with the Ad-Hoc Committee as to remedial steps available within the contract budget.

IV. RFP RESPONSE REQUIREMENTS

A. Proposed Work Schedule

The responding consulting firm or individual consultant (the Respondent) shall provide their proposed Work Schedule for the Project, showing the week-to-week focus on, and overlap of, task-related efforts. If more than one consulting staff member is proposed, the task assignments must be shown.

B. Dollar Cost Bid

1. The Respondent shall specify the costs for its services based on estimated hours and associated rates for each consultant who will participate. The response shall include an estimate of collateral expenses, if any, and the basis of estimation.
2. Out-of-pocket expenses for Respondent personnel will be reimbursed at the rates used by the District for its employees. Expense reimbursements will be charged against the total all-inclusive maximum price as submitted. A statement must be included with the Dollar Cost Bid stating that the Respondent will accept reimbursement for travel at the prevailing rate for District employees.

C. Insurance Coverage

The Respondent shall list all relevant insurance policies and coverage amounts carried. The selected Respondent will be required to submit evidence of, and comply with, all insurance requirements deemed necessary by the District.

D. Experience and References

The Respondent shall:

1. Describe their qualifications and provide up to three recent, relevant, and like examples of plans completed for public organizations comparable to the District (based on staff size, budget, mission, and/or similar factors.) A demonstrated understanding of California special districts and their associated opportunities and challenges would be of interest.
2. Provide biographies of consulting staff being offered to conduct the work and their connection with cited work samples.
3. Name at least one reference for each cited project, their organizational position during that project, and the reference's current contact information.

E. Commitment

1. Submission of a proposal indicates acceptance by the Respondent of the conditions contained in this request for proposals unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the District and the selected Respondent.
2. By submitting a proposal, the Respondent represents that it has thoroughly examined and become familiar with the services required under this RFP, and that it is capable of delivering quality services to the District in a creative, cost-effective, and service-oriented manner.

F. Minimum Requirements

All proposals must include the following minimum components:

1. Title Page, showing the Request For Proposal's subject; the Respondent's name; the Respondent contact person's name, mailing address, email address, and telephone number; and the proposal date.
2. Table of Contents.
3. Transmittal Letter. This signed letter shall briefly state Respondent's
 - Offer is firm and irrevocable for the project period being bid upon;
 - Understanding of the work to be done;
 - Commitment to perform the work within the allotted time; and
 - Basis of belief in being best suited to perform the proposed work.
4. Detailed Proposal.
 - a. The purpose of the Detailed Proposal is to describe the qualifications, competence, and capacity of the Respondent and of the particular staff to be assigned to the engagement.
 - b. The Detailed Proposal should be prepared simply, providing a straightforward, concise description of the Respondent's capabilities to satisfy the requirements of this RFP.
 - c. While additional information may be presented, the following subjects must be included. They represent the primary criteria against which the Respondent's proposal will be evaluated.
 - Narrative of the approach to the scope of work.
 - Proposed work schedule.
 - Proposed Budget, with a breakdown of project costs.
 - Respondent's applicable insurance coverages.
 - Respondent's experience and references.

V. PROPOSAL SUBMISSION

1. Submission deadline is May 6, 2022, at 3:00 PM, at the District.
2. The preferred mode of submission is PDF format sent via email to admin@mhcwd.org. The Letter of Transmittal (detailed under Section IV.F.3 above) may be signed electronically, or the signature page may be a scanned version of the signed original.
3. Alternatively, hard-copy submissions may be sent via registered mail to Jason Tiffany, General Manager, PO Box 596, Meadow Vista, CA 95722, or hand delivered to the District Office at 16733 Placer Hills Road, Meadow Vista, CA. An electronic copy of the submission should also be delivered with the hard copy.

The deadline for receipt at the District remains the same, regardless of the method of conveyance.

4. The Respondent's principal contact with the District is:

Jason Tiffany, General Manager
admin@mhcwd.org
(530) 878-8096

VI. SELECTION PROCESS

A. General

All responses will be screened, and up to three candidates will be recommended for consideration by the full Board.

The District will evaluate the submitted proposals based primarily on the following factors:**

- Appropriate Experience
- Completeness and Comprehensiveness
- Potential benefits to the District
- Quality of proposed staff
- Responsiveness to District issues

***The order of this list does not reflect weight to be given.*

B. Oral Presentations

The District may, at its discretion, request any or all Respondents to make oral presentations. Such presentations will provide the District an opportunity to clarify the submitted proposal. There is no requirement for the District to ask any or all Respondents to make an oral presentation.

C. Staff Interviews

The District may, at its discretion, request to interview selected proposed staff prior to finalizing its recommendations for Board consideration. There is no requirement for the District to interview any or all staff offered by the Respondent.

D. Right to Accept or Reject Proposals

1. The District reserves the right without prejudice to reject any and all proposals.
2. The District reserves the right to waive minor irregularities in any proposal, and to accept the proposal it considers to be most favorable and in the District's best interest.

VII. CONTRACT

1. The District tentatively plans to award the contract for consulting services in August of 2022.
2. Upon notification of selection, the Respondent will draft a Deliverables Expectation Document (DED) for review during contract negotiations.
3. The District will enter negotiations with the selected Respondent to determine the project deliverables, final contract price, and payment terms.
4. Project work is expected to begin within two (2) months of the signed agreement.
5. Additional Professional Services
 - a. Should it become necessary to supplement the services defined in the signed contract, such additional work shall be performed only as set forth in a signed addendum to the contract.
 - b. Work specified in a contract addendum shall be performed under the same schedule of fees and expenses as provided in the original contract.

VIII. PROJECT CALENDAR

Board approval of RFP for publication:	March 17, 2022
RFP publication:	March 21, 2022
Deadline for submission of questions: **	April 15, 2022
Question responses completed:	April 22, 2022
Deadline for submission of Proposals:	May 6, 2022, at 3:00 PM

(The remaining dates are estimated.)

Completion of presentations and interviews:	June 1, 2022
Board approval of selected Respondent:	June 16, 2022
Notification of selected Respondent:	June 22, 2022
Delivery of draft DED:	July 8, 2022
Board approval of negotiated contract:	August 18, 2022
Project Start, on or before:	October 24, 2022
Final Report due, on or before:	March 24, 2023
Board approval of Final Report:	April 20, 2023

** Please email RFP questions to Jason Tiffany, GM, admin@mhcwd.org.