

MACATAWA AREA COORDINATING COUNCIL

REQUEST FOR PROPOSALS

for

WEST MICHIGAN WATERSHED SUSTAINABLE FUNDING IMPLEMENTATION STRATEGY

The Macatawa Area Coordinating Council (MACC) wishes to contract with a consultant to provide guidance on a meeting facilitation process, assist with analysis of meeting results and develop a strategy to apply sustainable funding options for watershed management plan implementation. THE MACC RESERVES THE RIGHT TO POSTPONE, ACCEPT OR REJECT ANY AND ALL PROPOSALS, IN WHOLE OR IN PART, ON SUCH BASIS AS THE MACC DEEMS TO BE IN ITS BEST INTEREST. All proposals shall be subject to all applicable federal, state and local laws. The MACC is an equal opportunity employer.

I. INFORMATION FOR PROPONENTS

A. RECEIPT OF PROPOSALS

The Macatawa Area Coordinating Council (MACC) invites firms to submit a digital proposal that will be accepted by the MACC at its office, 301 Douglas Avenue, Holland, Michigan 49424, until 12:00 p.m. (EST) on March 3, 2017 or via email at kgoward@the-macc.org. Late proposals will not be accepted.

B. PREPARATION OF PROPOSAL

All costs associated with the preparation of the proposal shall be the responsibility of the proposing firm.

All proposals shall be signed by an officer or employee of the proposing firm authorized to contract work for the firm.

Proposals may be withdrawn by written notice at any time prior to the date fixed for the receipt of proposals. Proposals are to be irrevocable for a period of sixty (60) days from the receipt date and shall not be withdrawn, modified or altered after the receipt date.

C. PRE-PROPOSAL QUESTIONS

All questions related to this RFP shall be submitted in writing only, no later than February 1, 2017, at 12:00 p.m. MACC shall post all questions and answers on its website (www.the-macc.org) by end of business on February 3, 2017.

D. DISCLOSURE

All information in a consultant's proposal and any contract resulting from this RFP are subject to disclosure under the provisions of the "Freedom of Information Act," 1976 Public Act No. 442, as amended, MCL 15.231, et seq.

E. ADDENDA AND INTERPRETATIONS

Any supplemental instruction will be in the form of written addenda to the RFP which, if issued, will be posted on the MACC's website not later than three days prior to the date fixed for the receipt of proposals. Failure of any proposing firm to view any such addenda shall not relieve such firm from any obligation under their proposal as submitted. All addenda so issued shall become part of the contract documents.

F. PROPOSAL EVALUATION AND METHOD OF AWARD

All proposals received by the deadline shall be subject to an evaluation by the Project Team. Proposals must be complete and responsive to all sections of the RFP. Proposals that do not fulfill all program requirements or omit any of the proposal contents as described in the RFP may be rejected.

The proposals will be evaluated using the criteria outlined in Section XI. The recommendation of the Project Team must be considered and approved by the MACC Policy Committee.

The Project Team is comprised of:

- MACC Representative
- Grand Valley Metropolitan Council (GVMC) Representative
- West Michigan Regional Shoreline Development Commission (WMSRDC) Representative
- West Michigan Prosperity Alliance Board Member

II. PROPOSAL REVIEW AND SELECTION SCHEDULE

A. ISSUANCE OF RFP: January 16, 2017.

B. RECEIPT OF PROPOSAL: March 3, 2017, 12:00 p.m. (EST) Macatawa Area Coordinating Council, 301 Douglas Avenue, Holland, Michigan, 49424 or kgoward@the-macc.org. Any proposal received after the above time and date will not be accepted.

C. EVALUATION OF PROPOSALS: March 6-10, 2017

D. NOTICE OF ACCEPTANCE: March 13, 2017

E. FEE/PROJECT SCHEDULE NEGOTIATION: March 14-17, 2017

F. RECOMMENDATION OF CONSULTANT SELECTION AND PROFESSIONAL SERVICES AGREEMENT - MACC Policy Committee: March 27, 2017

G. AWARD AND NOTICE TO PROCEED: April 1, 2017

The above dates are tentative and are subject to change.

III. SCOPE OF SERVICES REQUIRED

A. BACKGROUND INFORMATION

Michigan's Regional Prosperity Initiative was developed by Governor Snyder and approved by the legislature in 2014. The initiative encourages local private, public and non-profit partners to work collaboratively to create vibrant regional economies. The state is divided into 10 regions with the MACC located within region 4, the West Michigan Prosperity Alliance (WMPA -<http://www.gvmc.org/wmrpa.shtml>). The WMPA was awarded funding in 2014 to support projects within the region that address regional economic issues. The MACC, along with GVMC and WMSRDC, submitted a proposal to work collaboratively with watershed groups within region 4, determine funding needs and complete a study of watershed funding alternatives within the region. This proposed project was prioritized for funding and received funding in March 2015. The West Michigan Watershed Collaborative (WMWC) was formed to bring together watershed partners within the region to discuss watershed priorities and funding needs. Information provided by the WMWC members was compiled into a *West Michigan Watershed Summary*. An RFP was issued in December 2015 to solicit a consultant to complete a study of sustainable funding options for watershed management plan implementation. The study was completed in October 2016. The MACC submitted a request for additional funding to WMPA in July 2016 to continue discussions and analysis of sustainable funding mechanisms through 2017. Additional funding was awarded from the Regional Prosperity Initiative to support this next phase of the project that will work with WMWC partners to discuss the feasibility of the funding options presented in the study and hire a consultant to analyze these discussions and develop a strategy for implementation.

One consultant will be selected for this project.

B. SCOPE OF WORK

This RFP is for the development of a strategy for WMWC partners to implement based on further discussion and analysis of the feasible funding options assessed in the study *A New Approach to Fund Watershed Management: An Evaluation of Funding Mechanisms*.

The tasks the consultant will be expected to accomplish for the project are listed below. The budget available to complete these tasks is \$10,000. The consultant is expected to develop and submit a work plan and schedule describing how the work will be accomplished. Proponents should be prepared to proceed as of April 1, 2017 and deliver a final report, with all tasks outlined below completed, by December 31, 2017.

It is anticipated that the consulting services for this project will include, but not be limited to, the following work items:

1. Schedule a pre-project initiation meeting with the MACC, GVMC and WMSRDC to discuss the overall project schedule including coordinating project activities and determining objectives and outcomes. This meeting may be conducted as a conference call.
2. Provide written monthly project status reports to the MACC detailing progress towards completion of the project's goals and objectives. This may be followed by a brief conference call with the Project Team.
3. Facilitation Process – Work with the Project Team to develop a process to facilitate sub-regional discussions about the sustainable funding mechanisms described in *A New Approach to Fund Watershed Management: An Evaluation of Funding Mechanisms*. At least one in person meeting will be held in order to provide training to the Project Team on the use of the facilitation process. The Project Team will facilitate the sub-regional meetings.

4. Analysis – Work with the Project Team to analyze the results of the facilitated sub-regional meetings. This includes assisting the Project Team in gathering any additional data or necessary resources that were identified during the facilitated meetings.
5. Strategy – Work with the Project Team to develop a strategy for implementing one or more funding strategies based on the analysis.
6. Public Presentation – Attend a public meeting of the WMWC and present the final strategy or strategies. This will occur when the report is finalized.

IV. TECHNICAL PROPOSAL PREPARATION

All proposal information shall be presented in one digital copy. It is mandatory that the proposal contains the following information and that it is presented in the following order. **The proposal shall not exceed 20 pages, which includes the cover page.**

- A. Cover which includes the address, phone number, and contact name of the submitting consultant.
- B. Table of Contents.
- C. A Project Plan which details completely the execution of the project, including the submission of an acceptable final report. The plan ultimately becomes a part of the contract by reference of the proposal; therefore, it should describe in a specific and straightforward manner the proposed approach to completing the scope of work described above. Project methodology shall be described in sufficient detail to permit evaluation of the probability of success in achieving the objectives.
- D. A Project Team Chart which adequately displays the organizational structure of the project team and sub-consultants (if applicable). Each team member should be included on this chart.
- E. Resumes of key personnel of the project team including all sub-consultant staff assigned to this project.
- F. A description of three of your firm's recent relative experiences. Each referenced project should include the type of work provided, lead staff person for the project, other staff involved in the project, project budget, project size, time schedule, outcome relative to schedule and budget, client contact person and contact telephone number/email address.
- G. The time required to complete the project shall be no more than nine (9) months. The project schedule shall include timelines for each phase or task of the work, when each phase or task will begin, how long it will continue and when it should end. The timetable should clearly delineate the points in time where the project deliverables and reports are planned.

V. FEE PROPOSAL PREPARATION

The detailed fee estimate for each task, based on and directly related to the worker hour estimate, shall be submitted with the technical proposal. The fee proposal shall also include costs related to overhead, meetings/presentations, direct expenses (*i.e.* travel, reproduction, presentation boards, *etc.*) and profit.

VI. PROJECT DELIVERABLES

- A. Outlined facilitation process including all necessary forms, tools and other materials to document the outcome of the meetings
- B. Results of the analysis.

- C. Provide the MACC an electronic copy of all project documentation including spreadsheets, graphics, status reports, and other materials developed for the report.
- D. Provide a written final report (1 electronic copy) that includes all appendices.

VII. MACC RESPONSIBILITIES

- A. Host a project initiation conference call to discuss the overall project schedule including coordination of project activities and determination of project objectives and outcomes.
- B. Provide to the consultant input from the Project Team and notes from sub-regional facilitated meetings that will assist in the development of an implementation strategy.
- C. In conjunction with GVMC and WMSRDC, coordinate reviews and provide comments on the final strategy.

IX. EVALUATION

The MACC reserves the right to engage in negotiations to determine the proposal that is in the overall best interests of the MACC and the Project Team. Neither the MACC nor the selected firm shall be legally bound in any way until a contract is signed.

Proposals will be evaluated by the Project Team. Selection of the consultant will be made in consideration of the following:

| WEIGHT | DESCRIPTION |
|------------|---|
| 25 | The qualifications of the project team and past experience with regard to funding studies. |
| 25 | Proposed work plan and thoroughness of the proposed scope of work. |
| 10 | Cost |
| 20 | Data analysis proposal, timeline and project organization/tracking. |
| 10 | The adequacy of the staff to meet the project time lines. The reasonableness of the allocation of resources to the various tasks. |
| 10 | The consultant's demonstrated understanding of the project and local political and environmental issues |
| TOTAL= 100 | |

X. ADDITIONAL INFORMATION

Any questions concerning this Request for Proposals can be directed to:

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Watershed Project Manager
Macatawa Area Coordinating Council
301 Douglas Avenue
Holland, MI 49424
(616) 395-2688
Email: kgoward@the-macc.org