



# Strategic Planning Services

REQUEST FOR PROPOSALS

DEADLINE FOR APPLICATION: December 6, 2021, 5pm

## **Background:**

The Greater Vallejo Recreation District (GVRD) is an Independent Special Service District that has been serving Vallejo area residents for over Seventy-Five years. As a Parks and Recreation District, GVRD operates as a separate government agency from the City of Vallejo. GVRD manages 407 acres of public park space including 33 parks an Olympic-size swimming pool, children's instruction pool and 4 community centers. GVRD maintains over 1,000 acres of public land.

GVRD is governed by a five-member Board of Directors. With 30 plus full time and approximately 155 part-time and seasonal employees, GVRD operates on a 2019-2020 fiscal year budget of \$7.9 million for general fund operations and Measure K funding amounting to \$2.1 million. The Measure K funding is being utilized to purchase necessary equipment, improve parks, facilities, and hire part-time staff.

## **Overview Of Proposal/Contract and Scope of Project:**

The objective of work proposed is to assist the Greater Vallejo Recreation District with consulting services that will lead to the completion of a comprehensive 5-year Strategic Plan for the District. The District desires a plan organized in such a way as to provide the basis and roadmap for future success. In that spirit, we will require input to be gathered from our Board of Directors, General Manager, District employees, stakeholders, and others as identified by the District and Consultant. Other references to be included will be the recently completed Ten Year Master Plan. The development of the strategic plan should include very deliberate involvement of the District Board at all stages of the planning process. Once completed the finished product should be easy to understand, comprehensive in nature, organized in such a way that assures full coverage of the critical strategic needs of the District in the 5-10 year timeframe. The Plan will create a "roadmap" for the District.

Firms should show their qualifications by providing recent, relevant and like examples of past client work with other special districts. Park and Recreation Districts are preferred examples. The firm should demonstrate their knowledge and experience with special districts and the opportunities and challenges therein. The firm's work process and methodology for the tasks below should be clearly articulated. Proposals should clearly outline how the firm will meet these requirements, as well as show experience with this process in other agencies with recent references of comprehensive Strategic Plans.

## **Basic Task Scope (Tasks are listed chronologically):**

1. Conduct initial meetings with Board Chairperson, and General Manager, to discuss background, to develop the planning approach and discuss key coverage areas for inclusion in the plan. This group will serve as the steering committee for Plan development.
2. Review and digest the newly completed Ten Year Master Plan to assist in development of the strategic plan.

3. Conduct meetings with District employees to gather their thoughts and perspectives regarding future agency-wide vision, values, initiatives, and strategy, while demonstrating their integration into the planning process.
4. Conduct interviews, meeting(s) and public forum with other interested parties to gather broad perspectives regarding the strategic planning process. The intent of this stage would be to get as many perspectives on the District's future as possible prior to the planning workshop. Public meetings would be preceded by outreach notification by the District. Interviews will be scheduled by the Consultant and the District.
5. Prepare the Board of Directors for Strategic Planning workshop. Through direct interviews with each Director, receive perspectives and bring focus to the Board's thoughts on the planning process. Circulate/address questions/collect/tabulate and analyze the results of all interviews/questionnaire.
6. Conduct an open Strategic Planning workshop with the Board of Directors, to include development of the following elements.
  - Review all input gathered
  - Board derived Mission, Vision and Values statements
  - Comprehensive strategic thrust areas that assure proper coverage of all District functions
  - Preliminary strategies that will plan for the successful achievement of the District vision
  - Plan to a level where District staff can populate the strategic elements
  - Park development
  - Recreational programming development
7. Work with Steering Committee to produce progressive stages of the plan through to final review draft. The final review draft will have fully developed strategic implementation projects and initiatives in support the Districts' mission and assure that the Board of Director's vision will be achieved. All areas of District function must be covered in the strategic plan.
8. The Consultant shall share the review draft level Plan with the full Board to check progress and approach for the plan before moving the Plan to the next and final stage. This provides the Board the opportunity to make the necessary changes or re-prioritization for specific projects or initiatives.
9. Steering committee will provide comments/feedback to reflect the wishes of the Board of Directors then prepares the document for final level draft and approval of the Board of Directors.
10. Print and provide 10 copies of final Plan to the District and one electronic version of the Plan in PDF form and WORD formats.

**Preliminary Schedule (dates approximate):**

The estimated proposed schedule for the services above should be outlined.

## **Costs:**

The proposing firm should provide the cost range for such services including effort hours and rates as well as estimated expenses in a clear, concise, and comprehensive manner. The final costs shall be negotiated pending more specifics of the scope of step 3 and 4 above.

## **Experience and References:**

Proposing firm should supply examples of experience with like engagements with other public agencies along with names and contact numbers for references.

## **Selection Process:**

The District intends to award the contract for consulting services in late January of 2022, based on the consultant's qualification and experience, references, and cost. The District may request interviews of selected consultants prior to recommendation to the GVRD Board of Directors. The number of meetings and their durations listed herein are for cost proposal purposes only and may vary as needed to receive a comprehensive plan. The District will enter negotiations with the selected consultant to determine the final contract price and payment terms. Work is expected to begin within 3 months of a signed agreement.

## **Proposal Requirements**

All proposals are to include the following minimum elements:

1. Narrative proposal addressing Consultant's approach to the Scope of Work. The District welcomes the proposing firms alternate approach to the planning.
2. Project budget range including at minimum total project costs and hourly billing rates.
3. List of qualifications and recently completed like comprehensive strategic plans
4. Employee list and biography of staff who are the most likely candidates to conduct the work.
5. A minimum of three references for recently completed like projects, available for contact by the District.
6. Proposal deadline is December 6, 2021, 5pm.

Address proposal to:  
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