



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item:	Consider approval of a Resolution authorizing the City Administrator to accept the proposal from CP2 in an amount not to exceed \$27,750 for Public Engagement services for the Strategic Plan update project.		
Presenter & Title:	Benjamin McCready, ACA/DOAS		
Date:	April 10, 2023		
<i>Please Check Appropriate Box:</i>			
<input checked="" type="checkbox"/>	Committee of the Whole Meeting		Special Committee of the Whole Meeting
<input checked="" type="checkbox"/>	City Council Meeting		Special City Council Meeting
<input type="checkbox"/>	Public Hearing		Other -
Associated Strategic Plan Goal/Objective: N/A			
Estimated Cost: \$ 27,750		Budgeted? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Other Funding? <input type="checkbox"/> Yes <input type="checkbox"/> No
<i>If "Other Funding," please explain how the item will be funded:</i>			
Executive Summary:			
<p>The Strategic Plan Advisory Committee (SPAC) recently conducted a request for proposal (RFP) process to select a Public Engagement Facilitator. The facilitator will assist SPAC with gathering public input, obtaining and interpreting data, reviewing key aspects of the plan, and provide a report with information necessary for SPAC to draft an updated Strategic Plan. The update of the City's Strategic Plan is a goal included in the approved FY 24 budget and SPAC anticipates substantial completion of this project by the end of 2023.</p> <p>The RFP was posted on the City's website and distributed to several firms that were recommended or previously expressed interest. Responses were received from four consulting firms, with proposed costs ranging between \$27,750 to \$97,500. SPAC reviewed the proposals with guidance from staff to evaluate qualifications, methodology, scope of services, experience, schedule, and cost. SPAC conducted two rounds of interviews and is recommending the City accept the proposal from CP2 in an amount not to exceed \$27,750 for public engagement services.</p>			
Attachments: <i>(please list)</i>			
<ul style="list-style-type: none"> • Resolution • RFP 			
Voting Requirements:			
<i>This motion requires a simple majority of affirmative votes for passage.</i>			
Recommendation / Suggested Action: <i>(how item should be listed on agenda)</i>			
Recommend approval of Resolution authorizing the City Administrator to accept the proposal from CP2 in an amount not to exceed \$27,750 for public engagement services for the strategic plan update project.			

RESOLUTION NO. 2023-46

RESOLUTION AUTHORIZING EXECUTION OF PROPOSAL FROM CP2 FOR STRATEGIC PLANNING COMMUNITY ENGAGEMENT FACILTIATION.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GENEVA, KANE COUNTY, ILLINOIS, as follows:

SECTION 1: That the City Administrator is hereby authorized to accept the proposal from CP2 for public engagement services attached as Exhibit “A.”

SECTION 2: This Resolution shall become effective from and after its passage as in accordance with law.

PASSED by the City Council of the City of Geneva, Kane County, Illinois, this ____ day of _____, 2023.

AYES: _ NAYS: _ ABSENT: _ ABSTAINING: _ HOLDING OFFICE: _

Approved by me as Mayor of the City of Geneva, this ____ day of _____, 2023.

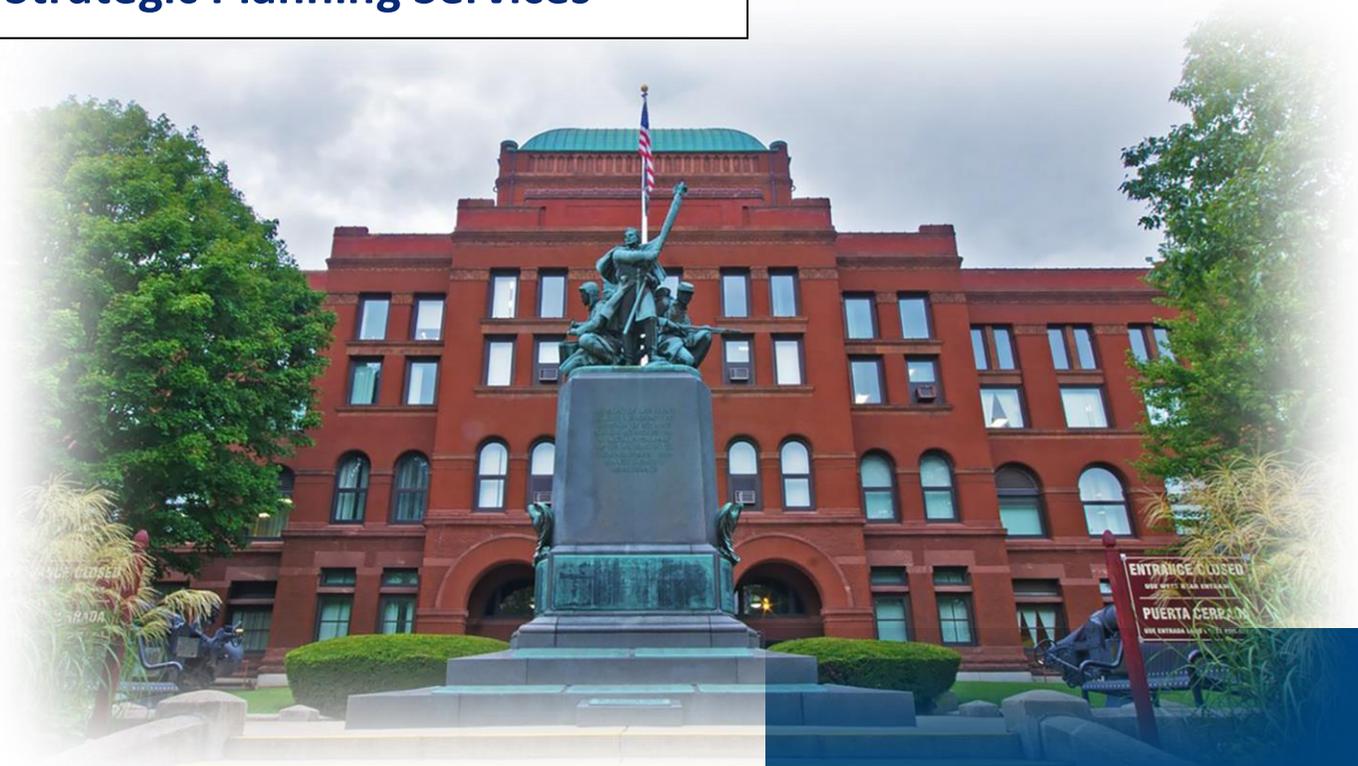
Mayor

ATTEST:

City Clerk

City of Geneva, IL

**Proposal for Comprehensive
Community Engagement and
Strategic Planning Services**



FEBRUARY 2023

Prepared by: CP² Consulting

February 27, 2023

Ben McCready, Assistant City Manager
City of Geneva
22 S. First Street
Geneva, IL 60134

RE: Strategic Plan Public Engagement Facilitator Proposal

Dear Mr. McCready,

CP² Consulting is pleased to submit our qualifications to assist the community, Strategic Plan Advisory Committee (SPAC) and the City of Geneva with public engagement facilitation services. In response to the City's request for strategic planning public engagement assistance, the following approach/framework specifically addresses the organization's desired outcomes. The following proposal outlines how CP² Consulting can address the following needs:

- Conduct external stakeholder engagement activities via varied methods such as focus groups, online surveys, community meetings, and key person interviews.
- Workshop with the City Council to solicit feedback and input relating to the data gathered during the engagement activities.
- Provide a comprehensive written report summarizing the information gathered during the engagement activities for use by the SPAC and city leadership.
- Engage the SPAC to review the current plan format and identify areas for improvement, ensure alignment of structure and components with key themes.
- Provide recommendations for plan format and structural plan improvements.

Cory Poris Plasch will be the lead consultant for this project, and her career has been focused on roles either in local government or those serving local government, including as the former Executive Director of the Wisconsin City County Management Association. She started her career as a 911 dispatcher and has served in several roles, including in the city manager's office, in Illinois communities. Her Master of Public Administration (MPA) degree includes a specialization in public leadership and strategic management.

As the attached proposal reflects, we have considerable experience facilitating stakeholder engagement processes like the one envisioned for City of Geneva. CP² Consulting specializes in serving public sector clients. The CP² Consulting team has a long-standing commitment to strategic thinking, cultivating leadership, transparent practices, and measurable results.

Thank you for the opportunity to provide these services to the City of Geneva.

Sincerely,

A handwritten signature in black ink that reads "Cory Poris Plasch". The signature is written in a cursive, slightly slanted style.

Cory Poris Plasch

CP2 Consulting
25 N River Lane, Suite 25431
Geneva, IL 60134
cory@cp2consulting.net
630-476-0763

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Consulting Firm Background and Statement of Staff Experience

CP² Consulting Firm Background

CP² Consulting is a stakeholder engagement, strategic planning and organizational development company that works with local governments to create and implement strategic plans that achieve measurable outcomes. Our company provides data-based solutions that enable organizations to actively engage stakeholders both in person and online, define future outcomes with significant impact, and implement result-oriented strategies to meet those goals. We incorporate leading performance management practices to help our clients measure and analyze performance data and implement strategies to achieve results with considerable impact.

The CP² Consulting approach is based upon leading practices in stakeholder engagement, performance management, and strategic planning, refined and continually updated based upon industry trends and knowledge gained through client engagements. Our methodology is comprehensive and thorough, while remaining flexible enough to meet the specific needs of our clients. CP² Consulting has worked with numerous municipalities and nonprofits to effectively engage community stakeholders and develop or update strategic plans with measurable results. CP² Consulting is a woman-owned small business pursuing certification at the end of 2023.

Statement of Staff Experience

Lead Consultant:

Cory Poris Plasch, MPA, President/CEO of CP² Consulting. Cory has served in variety of leadership positions in the public and private sector including Executive Director of the Wisconsin City/County Management Association, Membership Director for the Alliance for Innovation, and most recently as Vice President of Strategic Development at Polco/National Research Center. Her local government experience ranges from 911 Dispatcher to the City Manager's Office in Illinois communities.

Cory speaks across the country on topics including the use of data, community engagement, engaging historically marginalized populations, and innovation in local government. Since 2019 she has spoken at the International City/County Management Association five times, including sessions on engaging historically marginalized communities, equity and inclusion in local government, and resident influenced strategic planning. She has spoken repeatedly at the National League of Cities conferences and presented workshops and sessions at numerous state conferences. She has a master's degree in public administration from Northern Illinois University.

Statement of Equal Employment Opportunity Practices

CP² Consulting provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Scope of Required Services

Strategic planning, at its core, is establishing a clear direction forward for the organization in alignment with its mission and core values, and includes essential input from key stakeholders to determine priorities and outcomes. The CP2 Consulting methodology is based upon leading practices in stakeholder engagement, refined and continually updated based upon industry trends, emerging technologies, and knowledge gained through client engagements. Our methodology is comprehensive and thorough, while remaining flexible enough to meet the specific needs of our clients.

Community engagement is a vital component of strategic plan development. Council and staff are accountable to the community, and understanding community needs and wants are crucial to creating meaningful measures and ultimately the success of the strategic plan. This proposal incorporates multiple ways to engage the community and includes formats that allow methods of input that are inclusive of community members with different backgrounds, experiences, and abilities. Cory Poris Plasch speaks nationally about engaging historically marginalized populations and has also facilitated several workshops on how local governments can creatively engage their community. In the following proposal, CP2 Consulting recommends a multi-phased, participative format to engage a broad cross section of the community.

Phase 1: Project Launch

This phase involves project start-up activities which include:

1. Project review meetings with key City project staff and the Strategic Plan Advisory Committee to confirm scope of work and expected outcomes.
2. Provide an overview of the engagement process.
3. Identify and confirm internal and external stakeholder involvement; and,
4. Discuss specific activities to engage the community, including most appropriate methods to engage different stakeholder groups including historically marginalized populations.
5. Review and edit draft community and external stakeholder surveys.

The purpose of this phase is to confirm the overall project scope and intended outcomes, make any necessary refinement to the project plan and budget, and enhance CP2's understanding of the any challenges with previous strategic plans as well as the strategic gains made.

Phase 2: Comprehensive Stakeholder Engagement

Stakeholder engagement is an essential component of the strategic planning process as it allows you to understand your organization from a variety of perspectives. This effort seeks to understand community needs and expectations as well as the needs and expectations of internal stakeholders, who have an "insider view" of the organization. Appropriate media will be developed in conjunction with City staff with a focus to broad and inclusive engagement.

- Internal stakeholders—refers to individuals or groups who are within the organization by virtue of being elected to or employed/appointed by the organization. This includes employees or groups at all levels, the governing board and Boards and Commissions. Internal stakeholders are essential to successful implementation of the strategic plan, so their input is ideally incorporated into the process.

They also often have key information based upon their interaction with the community and can identify emerging community themes.

- **External stakeholders**—refers to individuals or groups who are outside the organization but are affected by the actions of the organization and the quality of life in the community. These include, but are not limited to businesses, neighborhoods, residents of all ages, historically marginalized populations, special interest groups, educational facilities including K-12 schools and higher ed, and other taxing jurisdictions.

There are several avenues for collecting stakeholder data proposed for this project, which include:

- **Invitational Focus groups.** These groups are facilitated by the consulting team with groups identified and invited by the client. Sessions run approximately 90 minutes and consist of 8-12 individuals from each of the selected stakeholder groups. Groups can be either internal or external stakeholders. Focus groups are an important way to understand the needs of specific community populations. Participation by historically marginalized communities can be increased by asking a trusted community member to invite individuals. Additionally, the trusted community member can provide insight into cultural dynamics resulting in a safe and supportive environment for participants to express their ideas, thoughts, and concerns. *For this project, ten focus groups are recommended. Focus groups may include LGBTQ+ residents, BIPOC residents, women, students, new Geneva residents, Geneva residents of 20+ years, Geneva businesses/business owners, and other key community stakeholders which may include civic organizations, faith-based organizations, and/or nonprofits.*
- **Open Community Forums.** Open forums are open to the community and should be posted following the Open Meetings Act procedures. The City should invite key stakeholders, distribute information in advance to registered attendees if needed, and track RSVPs to allow the consultant to prepare appropriately. The consultant will finalize the approach depending on leadership team input and anticipated number of attendees. *For this project, two open forums are recommended, one a public information session to discuss the strategic planning initiative and including the option of remote public participation for data collection. The second would be an interactive community session featuring small group activities. See the Appendix for a sample interactive community session.*
- **Online survey of stakeholders.** These surveys can be targeted to internal or external stakeholder groups, a subsection of internal or external stakeholder groups, and/or the entire community. A semi-custom survey is developed collaboratively between key staff and/or SPAC members and the consultant. The survey is administered by the consultant and upon request results will be anonymized and shared with the client. *For this project, both an internal stakeholder and external stakeholder (community) survey are recommended.*
- **Key Person Interviews.** Interviews with key stakeholders, identified in conjunction with SPAC. These stakeholders could include City elected and appointed officials, other Geneva taxing bodies, the business community, residents and local organizations. Interviews will primarily center around the current Strategic Plan and updates that should be made to the plan along with their perspective regarding the current environment, challenges, and issues. *For this project, the number of key person interviews will be determined collaboratively with the SPAC and City staff but are budgeted to include 15 interviews of thirty minutes each.*

All stakeholder engagement activities include:

1. Discussion and finalization of methods to be used (e.g., focus groups – number and types, type of survey, key people to interview, etc.).
2. Facilitation of the process with selected approaches.

It is the responsibility of the City to secure any facilities or meeting rooms as well as coordinate invites needed for stakeholder engagement. The City will coordinate with CP² Consulting for room arrangements/set-up, participant list, and refreshments for all workshops and project sessions. The City should check with its legal counsel to make sure all meeting postings are consistent with any open meetings act procedures. The City is responsible for reviewing and securing facilities including technology or equipment, supplies and/or other ancillary logistical items, as well as refreshments and any associated costs.

Phase 3: Data Analysis

This phase involves data analysis activities which include:

1. Summarization of thematic results derived from the raw data.
2. Any differences in the perspectives of individuals from community groups including historically marginalized populations.
3. Identification and analysis of key themes found in both the qualitative and quantitative data.
4. Summarization of findings in a written report.

Phase 4: Engage the Strategic Plan Advisory Committee

This phase includes working with the SPAC to identify areas for improvement, ensure alignment of structure and component with key themes. Activities include:

1. Review current Strategic Plan progress and status.
2. Review results of data analysis.
3. Identify gaps in the current Strategic Plan revealed by the stakeholder engagement process.
4. Provide recommendations for performance measures to gauge progress towards strategic outcomes.

Phase 5: Evaluation of Performance Indicators and Final Recommendations

Generally, an organization's staff will mostly (if not entirely) implement the strategic plan and track progress on performance indicators. Performance measures should be reviewed by these internal stakeholders, as well as any key external stakeholders, to evaluate the identified performance indicators and suggest any modifications that may better track progress. A Measure Gallery provides the opportunity to provide this feedback and can be held in person and/or online. This open house offers a "hands-on" way to share and get input on performance measures. Information about outcomes, objectives, and key performance indicators will be displayed around a large conference room or other space and/or a virtual space. Post-its (or the virtual equivalent) will be available to provide input on key performance indicators, including recommendations for refining measurements and suggestions for implementation.

The Measure Gallery can be held before or after the Workshop with the City Council, depending on which timing works best for the City of Geneva. CP² Consulting will provide recommendations for plan format and

structural plan improvements, and workshop with the City Council to provide information about stakeholder feedback and finalize and review a final draft of the Plan.

1. Host a Measure Gallery for internal and external stakeholders (see Appendix for additional information)
2. Evaluate feedback from the Measure Gallery
3. Provide recommendations for plan format and structural plan improvements.
4. Workshop with the City Council

Proposed Schedule of Implementation

The strategic planning meeting activities and workshops will be held on dates that are mutually convenient for both the City’s participants and CP² Consulting. The anticipated start date for the project will be April 5th, 2023. The completion date will be dependent on the timing and sequence of the various planning components and engagement activities. The following is an estimated timeline for the recommended multi-phased approach:

Sample Project Plan*

STEP	POTENTIAL DATES	ACTIVITIES
Project Initiation	April 5 th -21 st	Project review meetings, confirm scope of stakeholder involvement, determine engagement activities
Stakeholder Engagement	May 1 st – June 15 th	Develop appropriate media; hold Invitational Focus Group; launch Community Survey, Internal Stakeholder Survey; hold Open Community Forums
Data review, preparation	June 15 th – July 15 th	Analysis of stakeholder data, Stakeholder Report prepared
Engage the Strategic Plan Advisory Committee	July 15 th – September 1 st	Review Stakeholder Feedback with SPAC, identify gaps in current Strategic Plan, Performance measures drafted; Measure Gallery planned
Evaluation of Performance Indicators	September 1 st - 30 th	Measure Gallery held; feedback evaluated
Final Recommendations	October 15 th	Recommendations for plan format and improvements submitted
City Council Workshop	November	Finalize and review a final draft of the Plan

**Dates are for illustrative purposes only and are to be confirmed after initial project meeting between the City project staff and CP² Consulting*

References

Mike Sable, Assistant City Manager, Bloomington, MN
Email: msable@BloomingtonMN.gov, 612-227-6823 (C)

Austin Pollack, Assistant to the City Manager, Gurnee, IL
Email: Apollack@village.gurnee.il.us, 847-599-7514 (O)

Keith Donner, Village Administrator, Weston, WI
Email: kdonner@westonwi.gov 715-241-2610 (O)
Mark Maloney, City President, Weston, WI
Email: mmaloney@westonwi.gov, 715-410-2756 (C)

Concluding Remarks

CP² Consulting would be pleased to work with the City of Geneva and the Strategic Planning Advisory Committee on the Public Engagement Facilitation associated with their Strategic Plan. Cory Poris Plasch is an experienced facilitator and strategic planning consultant who is passionate about incorporating innovative and creative community engagement approaches that involve the entire community. Cory has helped numerous organizations succeed in better engaging their communities so that all stakeholders (including communities of color and other historically excluded populations) are included, driving positive change.

Cost Proposal for Services

Breakdown of Costs

Project Phase/Deliverable	Timeframe	Cost
Phase 1. Project Initiation	10 hours	\$1,500
Phase 2. Stakeholder Engagement including: Community Survey Internal Survey Invitational Focus Groups Open Community Forums Key Person Interviews Media	90 hours Total 20 hours 10 hours 25 hours 20 hours 10 hours 5 hours	\$13,500
Phase 3. Data Analysis	40 hours	\$6,000
Phase 4. Engaging the Strategic Plan Advisory Committee	20 hours	\$3,000
Phase 5. Evaluation of Performance Indicators and Final Recommendations	25 hours	\$3,750
Total		\$27,750



**CITY OF GENEVA, ILLINOIS
STRATEGIC PLAN PUBLIC ENGAGEMENT FACILITATOR**

GENERAL INFORMATION

The City of Geneva, Illinois is located in Kane County with a population of 21,393 (2020 Census). It has a Mayor/Council form of government with ten alderpersons; two alderpersons elected from each of five wards. The Mayor is elected at large and an appointed City Administrator runs the day to day operations of the City. There are eight departments that provide services to residents including the City Administrator's Office, Administrative Services Department, Finance Department, Community Development Department, Economic Development Department, Fire Department, Police Department, and Public Works Department.

The City of Geneva adopted a community Strategic Plan in 1997. Since that time the plan has been updated, revised, and re-envisioned to its current format. The purpose of the Strategic Plan is to articulate a vision for the community's future. In addition to the Plan's goals and objectives, the document provides a framework for allocating resources and guiding policy decisions to move the community towards realizing its vision. The Plan contains several key components to guide the development of work plans and prioritize actions. The Strategic Plan, developed with broad community input, is a guiding resource for policy and budget development.

Each year, the City Council and management staff use the Strategic Plan in a workshop setting to prioritize identified goals and objectives. City departments incorporate the Council's annual prioritized goals into department goals and budget requests. The City Administrator then reports the progress of goal completion to the City Council on a quarterly basis.

The City's Strategic Plan is a "living document" and undergoes periodic review and adjustment to reflect progress towards achievement of goals or modifications of goals. The City of Geneva is now ready to update that plan. The City seeks assistance gathering community input and information necessary to update the Plan, including focus groups and interviews with key stakeholders. The City is interested in new and innovative methods to engage the public and increase participation.

BACKGROUND

In 1996, the City's Mayor and Alderpersons initiated a community-based strategic planning process. This was done to engage Geneva's residents and the business community in planning for the City's future. An action plan was developed and the committees prioritized their recommendations for implementation. The Geneva City Council adopted the plan in June 1997.

In 1999, the City created the Strategic Plan Advisory Committee (SPAC). A nine member appointed committee, SPAC oversees the maintenance of the Strategic Plan and serves as a conduit between the City and its citizens for suggestions and concerns. Its members serve three year terms

and elect their own Chair, Vice-Chair, Secretary, and Treasurer. The Committee currently meets monthly, sets annual goals, holds an annual “town meeting,” and presents an annual report to the City Council. SPAC has three subcommittees: the International Cultural Exchange Committee, the Student Government Program, and the Natural Resources Committee. The Committee also led efforts to establish the City’s Diversity, Equity, and Inclusion Taskforce, which is currently in the process of developing its recommendations for ensuring that the City of Geneva is an open and welcoming community.

In 2006, the City determined that an update of the Strategic Plan was necessary and conducted a process whereby public meetings were held, key person interviews were held, a random sample community survey was conducted, and a consulting firm worked closely with the City Council and staff to produce and adopt the City’s Strategic Plan for 2017. The plan was again updated through a public process in 2014. Beginning in 2015, SPAC rewrote and consolidated the goals before the Chairperson presented the updated Strategic Plan to the City Council. At the Strategic Planning Workshop in November, 2016, the City Council determined it was once again time to update the Strategic Plan. In 2017 the Committee engaged a consultant to facilitate public engagement in order to develop a new strategic plan. The consultant, working with the committee, conducted a series of one-on-one interviews, community meetings, an online survey, focus groups, and strategy meetings. The consultant then analyzed and presented findings in a consolidated key themes report. That report served as a framework for the committee to develop the City’s 2025 Strategic Plan document.

The current plan will provide guidance through 2025. Recognizing that the next budget process will extend beyond that timeframe and the rapid pace of change, the Committee has prioritized updating the strategic plan to ensure the document reflects current community priorities and that it remains an effective document for guiding policy and budget development. To that end, the committee finds it critical that the update process allow for broad community input and an objective assessment of the plan format and structure. The committee considers this important process an opportunity to engage the community, challenge assumptions and affirm existing content in the plan. To that end, SPAC values approaches which leverage technology, thoughtful planning, and unique engagement activities to promote and encourage community participation.

SCOPE OF REQUIRED SERVICES

Respondents will directly assist SPAC and City staff with obtaining the data and information necessary to update the current Strategic Plan document. At a minimum the consultant will provide, but is not limited to, the following services.

1. ***Community Outreach:*** Resident and stakeholder participation is essential to the strategic planning process. The process should incorporate, but is not limited to, the following activities:
 - a. Public Engagement and Community Meetings – Priority will be given to Consultants who can demonstrate novel and effective methods to engage a wide audience who represent Geneva’s many neighborhoods.

- b. Focus Groups – Public meetings should include a review with residents regarding the purpose of the Strategic Plan; explain the process of updating the plan and gathering citizen input.
 - c. Media – Consultant will work with staff to prepare articles for the City newsletter, City website, and other appropriate public relations releases at key points in the process.
 - d. Key Person Interviews – Interviews will be conducted with key stakeholders to obtain information about the current Strategic Plan and updates that should be made to the plan. The consultant will work with SPAC to identify who those interviewees will be. Examples include, but are not limited to, City elected and appointed officials, contacts from other Geneva governmental entities, contacts from the business community, residents and local organizations.
 - e. Workshop with City Council – The City Council meets annually for a strategic planning workshop in November. It is anticipated that this year the workshop will be used to finalize and review a final draft of the plan. The consultant will have an opportunity to meet with City Council to solicit input and feedback relating to the information gathered from the community meetings and focus groups.
2. ***Data Collection and Analysis:*** Information from the various avenues of resident and stakeholder input will be compiled and analyzed for redundancies and common themes and delivered as a comprehensive written report to SPAC.
 3. ***Engage the Strategic Plan Advisory Committee:*** Engage the committee to review the current plan format to identify areas for improvement, ensure alignment of structure and components with key themes. Provide recommendations for plan format and structural plan improvements.

GENERAL TERMS AND CONDITIONS

Indemnification: The consultant shall indemnify, defend and hold harmless the City of Geneva, its officers, agents, employees, representatives and assigns, from lawsuits, actions, costs (including attorneys' fees), claims or liabilities of any character brought because of any injuries or damages received or sustained by any person, persons, or property on account of any act or omission, neglect or misconduct of said contractor, its officers, agents and/or employees arising out of, or in the performance of any of the provisions of the contract, including any claims or amounts recovered for any infringements of patent, trademark or copyright; or from any claims or amounts arising or recovered under the "Worker's Compensation Act" or any other law, ordinance, order or decree. In connection with any such claims, lawsuits, actions or liabilities, the City of Geneva, its officers, agents, employees, representatives and their assigns shall have the right to defense counsel of their choice. The consultant shall be solely liable for all costs of such defense and for all expenses, fees, judgments, settlements and all other costs arising out of such claims, lawsuits, actions or liabilities. Consultant agrees to comply with all laws, ordinances, and rules of the City of Geneva and the State of Illinois.

The City reserves the right to reject any or all proposals, waive formalities, and select the consultant that best meets the needs of the City and its employees. The City reserves the right to select and terminate any consultant as deemed necessary based on the needs of the City and its employees. The City reserves the right to request additional information during the evaluation period.

PROFESSIONAL LIABILITY (ERRORS AND OMISSIONS) INSURANCE

The selected consultant shall procure and maintain for the duration of the contract, Professional Liability Insurance for bodily injury and property damage arising out of the rendering or failure to render proper professional service. The selected consultant shall maintain limits no less than \$1,000,000.

RFP AMENDMENTS

The City of Geneva reserves the right to amend this RFP any time prior to the closing date.

EVALUATION OF PROPOSALS AND AWARD OF CONTRACT

A recommendation from the Committee and City staff is anticipated to be made to the City Council in April 2023.

AWARD OF CONTRACT

The City of Geneva will award the services in the manner that will obtain the highest quality of services at the most competitive price. Proposals will be accepted only from firms with demonstrated experience and competency in community engagement, with preference given to those firms with municipal experience. The City reserves the right to negotiate or reject any and all proposals. Proposals will be evaluated by using the following criteria:

1. Proposed cost of service.
2. Experience in providing the requested services, with preference given to those who have completed municipal projects.
3. Compliance with specifications as outlined in the “Scope of Required Services”, section of this Request for Proposal.

Please note that no formal opening of the proposals will take place. Proposals will be evaluated and the successful firm will be contacted subsequent to City Council approval. Consultant interviews may be conducted as deemed necessary by the City Administrator.

TERMINATION OF CONTRACT

Either party may terminate this agreement by giving the other party no less than two (2) months written notice. If the consultant terminates the contract prior to completion of the project, all work completed to date shall be given to the City of Geneva. Additionally, the consultant shall reimburse the City for any out of pocket costs incurred in acquiring and retaining a new consultant.

SCHEDULE OF EVENTS

ACTIVITY	DATE
RFP Released	February 1, 2023
Questions Due	February 15, 2023
Response to Questions Posted	February 17, 2023
Proposals Due	February 27, 2023
Recommended Award	Week of March 20, 2023
Approval of Award by City Council	April 3, 2023

TERMS AND CONDITIONS FOR MAKING PROPOSALS

A. Inquiries from Respondents

Please use the contact information below for questions concerning this RFP. All questions must be submitted in writing by email. Questions submitted, and answers to each question, will be posted on the City's website.

Questions should be directed to:

Benjamin McCready

Assistant City Administrator / Director of Administrative Services

bmccready@geneva.il.us

B. Costs Incurred in Responding

All costs, directly or indirectly related to the preparation of a proposal, including any oral presentations required to supplement and/or clarify a proposal, shall be the sole responsibility of the consultant.

C. Response Instructions

One electronic copy, in PDF, and one hard copy of the proposal should be submitted by close of business on the due date with the name and address of the respondent and labeled "Proposal for Strategic Plan Update" (PDF via email and hard copy delivered to City Hall).

Proposals should be directed to:

Proposal for Strategic Plan Public Engagement

Benjamin McCready

Assistant City Administrator / Director of Administrative Services

22 South First Street

Geneva, IL 60134

bmccready@geneva.il.us

D. Proposal Acceptance Period

It is understood that, upon submission of the proposal, the fees proposed will be valid for a period of six months after City Council approval.

E. Term of Project Contract

The project is proposed to be substantially complete by November 2023. Ideally the selected consultant will be prepared to present preliminary findings to the SPAC no later than September.

OWNERSHIP OF MATERIALS

All information from consultant reports becomes the property of the City of Geneva.

PROPOSAL FORMAT

A. Overview of Required Sections:

1. Cover Letter
2. Table of Contents
3. Consulting Firm Background and Statement of Staff Experience
4. Statement of Equal Employment Opportunity Practices
5. Scope of Required Services
6. Proposed Schedule of Implementation
7. References
8. Concluding Remarks
9. Cost Proposal for Services
10. Attachments (If applicable)

B. Cover Letter:

The cover letter should contain the name of the proposing consultant, the address of the respondents, and the contact individual(s) authorized to answer technical, price, and contract questions. Include contact individuals' telephone numbers, email addresses, and mailing addresses. Identify the key personnel of the firm who will be assigned to this project. The cover letter must be signed by a person or persons authorized to bind the respondents(s).

C. Table of Contents:

The contents of the proposal shall be included in an index at the beginning of the proposal and should include all contents and attachments.

D. Consulting Firm Background and Statement of Staff Experience:

Describe the organization of the staff team that would service the contract. Provide a listing of the management level members of the staff team. Include name, title, length of

service with the consultant, resume, education level, and professional achievement/certification of any staff that will assist with the project.

This section should include the range of services previously performed by the consultant and the consultant's background in providing these services to public entities. Preference will be given to those firms having performed satisfactory services for municipal governments (first within the State of Illinois and second, outside of Illinois).

- E. Statement of Equal Employment Opportunity Practices.
- F. Scope of Required Services:
Explain the firm's approach to accomplishing the services described in the Scope of Services section of this RFP. Include a description of the proposed methodology for each service.
- G. Proposed Schedule of Consulting Services:
Please provide an estimated time-line for the project based on the services listed. Include a detailed discussion of the approach, methodology, project management, and how the consultant will interact with the City, broken down into phases.
- H. References:
List a minimum of three references with examples of work provided for review. Provide a contact person and telephone number for each reference. Consultants with like municipal project experience will be given preference (see D, above). Include a Statement of Experience servicing municipal or governmental clients.
- I. Concluding Remarks:
This section may contain any final comments or an elaboration that the respondent believes is important to gain a better understanding of the proposed services and/or respondent's capabilities.
- J. Cost Proposal:
Cost of service quotes should be included for all required components referenced above, detailing personnel and all other costs associated with the project. Please note that each individual component in the Scope of Required Services must be broken out separately. Respondents should include payment terms as part of the cost proposal, including the timing of any progress payments.
- K. Attachments (if applicable)