

# REQUEST FOR PROPOSAL (RFP)

## Strategic Plan



### Michigan Association of Regions

A nonprofit statewide association of planning regions

The Michigan Association of Regions (MAR) is seeking proposals from qualified individuals or firms to facilitate a strategic planning process. The successful bidder will work closely with a Strategic Planning Committee consisting of the MAR Chair and several board members to develop the specific details and logistics of the planning process.

**Submission Deadline:**  
***4:00 PM EDT, Friday, July 26, 2019***

**Submit: *by email, to:***  
**[matt.mccauley@networksnorthwest.org](mailto:matt.mccauley@networksnorthwest.org)**

## Guidelines/Instructions (PDF)

**REQUEST FOR PROPOSAL FOR STRATEGIC PLANNING SERVICES:** The Michigan Association of Regions (MAR) is seeking proposals from qualified individuals or firms to facilitate a strategic planning process. The successful bidder will work closely with a Strategic Planning Committee consisting of the MAR's Chair and several board members to develop the specific details and logistics of the planning process.

### **I. Background:**

MAR is a state association of the fourteen (14) state designated regional councils in Michigan. MAR consists of a Board of Directors comprised of Executive Directors and local elected officials that meets bimonthly to discuss regional policy issues and programs. Member services consists of advocacy of regional programs, training and education, research, membership surveys, networking, as well as liaison to national associations, including the National Association of Regional Councils (NARC) and the National Association of Development Organizations (NADO).

#### *What is a Regional Council?*

A regional agency is a multi-service entity with state and locally-defined boundaries that delivers a variety of federal, state, and local programs while continuing its function as a planning organization, technical assistance provider and "visionary" to its member local governments. As such, they are accountable to local units of government and effective partners for state and federal governments. Conceived in the 1960s, regional councils today are stable, broad-based organizations adept at consensus-building, creating partnerships, providing services, problem solving and fiscal management. The role of the regional council has been shaped by the changing dynamics in federal, state, and local government relations, and the growing recognition that the region is the arena in which local governments must work together to resolve social and environmental challenges. Comprehensive and transportation planning, economic development, workforce development, the environment, services for the elderly, and clearinghouse functions are among the types of programs managed by regional councils.

### **II. RFP Contact Information:** Proposal shall be submitted via email to Matt McCauley: [matt.mccauley@networksnorthwest.org](mailto:matt.mccauley@networksnorthwest.org)

### **III. Deadline for Proposal Submittal:** RFP Due Date: **4:00pm (EDT) on July 26, 2019.**

### **IV. Time Table:** We anticipate the consultant selection and strategic planning process to follow this time table:

- RFP Due Date: 4:00 pm (EDT) July 26, 2019
- Consultant selection (may include interview) August 30, 2019
- Contract: September 6, 2019
- Meet with MAR Board: September 10, 2019 (via videoconference)
- Meet with MAR Strategic Planning Committee: September 10, 2019 (via videoconference)

- Stakeholder Engagement: September 30, 2019
- Stakeholder Report: October 8, 2019
- Strategic Planning Session: October 8, 2019
- Strategic Plan presented to MAR Board: November 12, 2019

**V. Scope of Services:** The following describes minimum expectations of the Scope of Services.

- A. Work with the Strategic Planning Committee to develop specific details of the planning process, including the timeline, logistics, and the look and feel of the deliverables. The Planning Committee expects the opportunity to provide suggestions and feedback with respect to the content and structure of both stakeholder engagement and board planning session.
- B. Stakeholder Engagement. Engage stakeholders, as identified by Strategic Planning Committee to inform the strategic planning process.
- C. Board Planning Session(s): Conduct one comprehensive strategic planning session with the MAR Board of Directors that is currently comprised of elected members and Executive Directors or their designee. The target group for the Board Planning Session would include the current fourteen (14) Executive Directors. It is projected that a full eight (8) hour time frame could be dedicated to the Board Strategic Planning Session to be held on October 8, 2019.
- D. Planning Outcomes: MAR anticipates that the outcomes will include: Strategic Plan: mission statement, vision, and value statements as well as strategic goals, strategies, action tasks and timeframes. A report is required with the results of the stakeholder engagement. This report shall be submitted per the time table outlined above. Final Strategic Plan Report shall be presented to the MAR Board of Directors at its November 12, 2019 meeting.

**VI. Proposal Format:** Responses should be prepared simply, providing a straight forward and concise description of your ability to meet the requirements of this RFP. Emphasis should be on completeness and clarity of content.

**A. Contact Information:**

- 1. Name of Business/Organization
- 2. Address
- 3. Email address
- 4. Phone

**B. Person(s) providing the service:**

- 1. Name of person(s) providing the service
- 2. Qualification of person(s)

C. **References:** A list of three references for which you have provided similar consulting services over the past two (2) years. For each reference, please include the name of the organization and the name, title, email address, and telephone number of your primary contact.

D. **Description of Services:** How you recommend the delivery of your services as outlined in *V. Scope of Services* including the content and process of the Strategic Planning Session and any follow-up you may conduct.

E. **Project Cost**

1. **Consulting Time/Costs:** broken down in the following manner:

- a) Strategic Planning: # of hrs. @ \$/hr.
- b) Stakeholder Engagement: # of hrs. @ \$/hr.
- c) Other: i.e. Materials costs
- d) Travel: mileage costs
- e) Total Costs