




MEMORANDUM

Date: March 14, 2024

To: Honorable Mayor and Commissioners

Via: Albert P. Childress 
City Manager

From: Christina Bervaldi
Director of Finance

Subject: **24-5579 Awarding Request for Proposals #24-003, Strategic Planning Services**

Introduction

Staff respectfully requests the City Commission accept and approve the ranking made by the Strategic Planning Services selection committee for Strategic Planning Services and authorize the City Manager to negotiate and execute a contract, subject to City Attorney review and approval, with the highest ranked proposer, Public Works, LLC.

Background

On July 9, 2020, the City Commission awarded RFP 005-20 Strategic Planning Services to Elisa Levy Consulting to develop a comprehensive, multiyear Strategic Plan for the City of Key West via Resolution 20-131. This selection resulted in the development of “Key West Forward – The Strategic Plan for the City of Key West 2021-2024,” and subsequent adoption of the plan via Resolution 21-195 at the September 14, 2021, City Commission meeting.

The “Key West Forward” strategic plan focused on six priorities within the City of Key West which were identified via extensive surveys and workshops with the City Commission, City of Key West Employees, and citizens of the City of Key West. These priorities were identified as:

1. Affordable Housing
2. Sea Level Rise
3. Roads and Sidewalks
4. Environmental Protection
5. Cleanliness
6. Traffic & Pedestrian Friendliness

City Commission and City Staff put forth a lot of effort into the goals and plans identified in the “Key West Forward” plan. We are now in 2024, and the need for the continuation and update of the City’s strategic planning process is needed.

On December 7, 2023, Request for Proposal (RFP) #24-003, Strategic Planning Services, was formally advertised. The RFP solicited proposals from qualified, professional consultants to coordinate, compile data, and help facilitate the City’s comprehensive strategic planning efforts to update the Strategic Plan and identify opportunities for engagement in new initiatives consistent with the City of Key West’s mission and identified community needs. The due date and time for the receipt of proposals was established for January 9, 2024 at 3:00 p.m.

Addenda 1 and 2 were released extending the due date and time for the receipt of proposals to January 25, 2024 at 3 p.m. and Addendum 3 provided answers to questions sent in by potential proposers.

The following is a list of proposals received:

1. Analytica
2. Public Works, LLC
3. Wise Business Plan, LLC

On February 22, 2024 at 2:00 PM., the Strategic Planning Services selection committee met, in a properly noticed meeting, to discuss and rank the proposals. The proposals were ranked with the following criteria and scoring:

Criteria

Experience and Capability of Staff to Perform Services. Proposer’s qualifications and relevant experience of firm and key personnel that will be assigned to work.	25
Past Performance and Previous Strategic Plan Implementation Success. Proposer’s past performance related to providing strategic planning services as described in this solicitation, to include past success in strategic plan implementation.	25
Project Approach and Philosophy. Proposer’s quality and feasibility of approach to providing the services requested in this solicitation.	20
Familiarity of City of Key West’s unique challenges and strategic planning needs.	15
Cost Proposal. Proposed project budget and timeline.	15

Scoring

Proposer	Higgins	Sheldon	Stoughton	Total	Ranking
Public Works, LLC	83	92	92	267	1
Analytica	86	87	86	259	2
Wise Business Plan, LLC	28	57	77	162	3

Procurement

The Fiscal Year 2023-2024 City Manager budget has identified \$30,000 in Professional Services, account number 001-1201-512-3100 for the continuation of the City of Key West’s strategic planning efforts. A budget transfer in the amount of \$19,950 from General Fund Reserves, account number 001-1900-519-9803 will be needed to fully fund the Strategic Planning engagement.

Recommendation

The City Manager's Office recommends the City Commission approve the Strategic Planning Services firm ranking as presented by the Strategic Planning Services selection committee and authorize the City Manager to negotiate and execute a contract, subject to City Attorney review and approval, with the highest ranked proposer, Public Works, LLC.

Exhibits:

- Exhibit A – City of Key West Request for Proposal 24-003 – Strategic Planning Services
- Exhibit B – Addendum 1
- Exhibit C – Addendum 2
- Exhibit D – Addendum 3
- Exhibit E – Citizen Ad for Request for Proposal 24-003 – Strategic Planning Services
- Exhibit F – Citizen Ad for Ranking Meeting Notice
- Exhibit G – Bid Memo RFP 24-003
- Exhibit H – Final Ranking & Score Sheets
- Exhibit I – Analytica Proposal
- Exhibit J – Public Works, LLC Proposal
- Exhibit J – Wise Business Plan, LLC Proposal
- Exhibit K – Key West Forward – The Strategic Plan for the City of Key West 2021-2024