



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3883

ADDENDUM NO. 3

Strategic Planning Services

RFP 24-003

This addendum is issued as supplemental information for clarification. The referenced request for proposal is hereby added in accordance with the following items:

The following questions have been received by the City and are answered below.

1. Regarding section 2.2.3 please clarify what is meant by “Proposer shall be fully licensed to perform work in the State of Florida on at least (3) Strategic Planning Seminars within the past (3) years”?
Please see underlined additions to 2.2.3:
2.2.3 Proposer shall be fully licensed to perform work in the State of Florida as described herein and shall comply with all applicable State Statutes and local codes and ordinances. Proposer must have performed work in the State of Florida on at least three (3) Strategic Planning Seminars within the past three (3) years. Supporting references must include company name or governmental agency, contract person telephone number and email address. It’s in the best interest of the firm to submit references from clients whom Key Personnel are assigned to the City of Key West serviced. The City reserves the right to contract and verify any and all references listed regarding the quality and degree of satisfaction for such performance. It is the responsibility of the Proposer to ascertain that the contact person will be responsive.
2. Section 2.5. Proposal Format and Signatures:
 - This section states each section must be signed as read and understood. Does the signature in the cover letter suffice or do we need to sign each section in our proposal submission?
Yes, the signature on the cover letter will suffice as acknowledgement that each section was read and understood.
 - This section states that proposals by corporations must be accompanied by evidence of authority to sign. Our evidence of authority to sign is shown in a board resolution form which consists of 4 pages, can this be excluded from the page count?
Yes, your board resolution form that is the evidence of authority to sign, consisting of 4 pages, can be excluded from the page count.
3. Would the City consider extending its submission deadline by one to two weeks, effectively changing the deadline from January 9, 2024 to January 16, 2024 or January 23, 2024, respectively?
The City has extended the deadline to 3pm on Thursday, January 25th, 2024.
4. Has the City identified a steering committee for this initiative? If so, can you share the composition of steering committee members?
The City has not identified a steering committee for this initiative.
5. What are some lessons learned can the City share related to its previous strategic planning initiative?
The previous Strategic Planning initiative was to create the plan with stakeholder input and supply the plan for execution to include benchmarks and performance evaluation tools. At this time, there are no previous lessons learned available to share.

6. Would the cover, table of contents, blank pages to facilitate double-sided printing, exceptions to the contract (if any), count toward the page limit?
The cover and table of contents do count towards the page limit. Blank pages to facilitate double-sided printing and/or exceptions to the contract (if any) will not count towards the page limit.
7. Hotel costs in Key West are highly seasonal. Will you accept a not to exceed expense line to allow for the highest cost time periods or do you prefer a fixed fee?
Hotel costs should be fixed.
8. You request municipal references. Can strategic planning projects with county governments be given?
Yes, Strategic Planning projects with county governments are acceptable references.
9. You state in the RFP in section 2.2.2 pg 13 that references should include those clients with whom key personnel of the City of Key West may have been associated in prior employment. If one of your employees was a key person in a strategic planning project with a former client can the name of that employee be used in the reference as an employee of the prior client since none of the current city leadership of this client were part of the strategic planning project?
City of Key West staff shall not be used as a client reference.
10. On page 26 in section 3.5.1.E.1 you mentioned not-whole government solutions. Are you referring to the distinction between full-service cities and those that are not full-service?
The term “not whole-municipal solutions” refers to projects where other public agencies are also on the project such as, a combined County and City plan.