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EXECUTIVE SUMMARY

Date: July 9, 2020
To: Gregory W. Veliz, City Manager
From: Patti McLauchlin, Assistant City Manager
Subject: Request for Proposals (RFP) No. 005-20: Strategic Planning Services

Action Statement

Select one of the top three Staff ranked consultants submitting responses to RFP 005-20, Strategic Plan Services. Authorizing the City Manager or designee to negotiate and enter into a consulting agreement with selected consultant, subject to the review and approval of said Agreement by the City Attorney. Resulting Agreement will commence October 1, 2020 and will be subject to required funding being appropriated in the FY 2021 City of Key West operating budget.

The City of Key West sought proposals from consultants/firms to guide the City of Key West with the development of a comprehensive multiyear Strategic Plan. The City of Key West anticipates that the planning process will take several months to provide adequate time for participation by the Key West City Commissioners in addition to review by key community stakeholders. The outcome of the process will be a written strategic plan document that presents the planning process, the research, the analysis, opportunities and strategies along with an implementation and compliance plan that will guide the City of Key West for the next three to five years. Please note this RFP requests the services of a consultant to facilitate the strategic planning process. The City is aware that there are a variety of perspectives, models, and approaches available to develop a strategic planning document; therefore, the successful firm should be able to discern which model or model(s) will best enable the City of Key West to complete its organizational and programmatic goals.

A selection team consisting of City staff and prominent citizens held a publicly advertised meeting to rank the nine (9) firms submitting responses. All firms' proposals were considered Responsive and Responsible. Firms were ranked on a 100-point scale. Selection team rankings are attached for review.

Using the Selection Criteria in the RFP, the selection team ranked the firms as follows:

<u>Firm</u>	<u>Average Total Points</u>
Elisa Levy Consulting	79.8
Raftelis Group	77.4
MGT Consulting	75.2
Sbrand Consulting	60.8
Corradino Group	53.8
bakertilly	52.8
Orbis Management	48.4
PCF International Marketing & Technology	29.4
Ludis Vidal Architects	26.8

In accordance with RFP documents, "Final award will be made by the City Commission, based solely on that response which, in their opinion, is in the best interest of the City of Key West, all factors considered, irrespective of the City Manager appointed selection team ranking."

Options

There are two (2) options:

1. Accept the rankings of the selection team
2. Reject all proposals and provide further direction to Staff regarding Strategic Planning Services

Financial

Elisa Levy Consulting -	\$149,600
Raftelis Consulting -	\$85,000.00
MGT Consulting -	\$145,370

There is currently funding for Strategic Planning Services in proposed FY 2020-2021 budget for \$50,000.00. It is anticipated the services provided by the consultant will require subsequent fiscal year funding as the consultant ensures full planning, implementation and compliance.

Recommendation

Staff recommends the City Commission, based on response to RFP and presentation, approve the #1 ranked proposal .