



**Virginia's Region 2000 Local Government Council  
Request for Proposals for the Update of the  
Region 2000 Comprehensive Economic Development Strategy (CEDS)**

**Deadline: 3 p.m., November 12, 2015**

**SECTION 1**  
**GENERAL INFORMATION**

**Synopsis**

Virginia's Region 2000 Local Government Council (Region 2000) seeks sealed proposals from experienced and qualified consulting firms that wish to be considered to provide economic development analysis and strategy services for an update of our Comprehensive Economic Development Plan.

**Background**

The Region 2000 Local Government Council is coordinating our first major update to the 2012 Region 2000 Comprehensive Economic Development Strategy. With the financial support of the federal Economic Development Administration, the Local Government Council is seeking an experienced professional partner to work with us and our CEDS committee.

Region 2000 consists of business and government stakeholders in Amherst, Appomattox, Bedford, Campbell and Lynchburg, Virginia with a regional population of just over 250,000. Region 2000 has a traditional urban core and outlying rural areas.

The Region 2000 Local Government Council (LGC) has served as the regional planning district since 1969 as a political subdivision under Code of Virginia Title 15.2 Chapter 42. See [www.localgovernmentcouncil.org](http://www.localgovernmentcouncil.org).

An important partner in this CEDS renewal is the Region 2000 Business and Economic Development Alliance, [www.region2000.org](http://www.region2000.org). A 501 (c) 6, the Alliance shares office space with the LGC and is funded equally between local governments and the local business community. Since 1988 the Alliance has been responsible for marketing the region to industrial prospects and growing local jobs. Many of the Alliance business leadership will serve on our CEDS committee.

In 2016 the Alliance is expected to merge with the Lynchburg Chamber of Commerce and form a new entity. The updated CEDS is expected to be a foundation document as this new entity begins its work.

## **Scope of Work**

The CEDS is designed to bring together the public, private, nonprofit, and educational sectors along with the general public through the creation of an economic roadmap for diversifying and strengthening the regional economy. The CEDS should analyze the regional economy and serve as a guide for establishing regional goals and objectives, developing and implementing a regional plan of action with appropriate performance measures, identifying and linking investment priorities and funding sources, and assigning lead organizations responsibilities for executing the CEDS.

We seek an innovative approach to integrate our CEDS planning process with our stakeholders and our transportation and workforce development plans. We look for the development of a updated website which will allow us to track our progress through monitoring selected economic data. And we believe that public outreach and stakeholder collaboration is a vital component of the CEDS process.

The scope of work to be performed by the selected firm involves coordinating and producing the five-year update of the Region 2000 Comprehensive Economic Development Strategy (CEDS), including the following objectives:

- a. This CEDS update will meet current US EDA guidelines.
- b. This update will provide a summary background of the region's economic development conditions, key industry sectors, jobs, investment, SWOT analysis, strategic direction/action plan, evaluation framework, and economic resiliency.
- c. A primary question to be answered as part of the update is understanding the evolving innovation economy at the national, state and regional level; its implications for our economy moving forward; and understanding the strategic direction/actions our region needs to take to be relevant and competitive over time. We seek consultant services which recognize shifts in our economic and social conditions.
- d. The process will identify emerging challenges facing economic growth and development, highlighting future goals (with objectives) and development opportunities on the horizon, utilizing up-to-date best practices, and meeting EDA's new CEDS content guidelines.
- e. The approach will be a process-driven effort actively engaging a broad based community stakeholder group representing the region's business, government, education, civic, and institutional sectors. We believe that more community input will make our plan stronger and the implementation of the plan more viable. Offerors should clearly state how their proposal incorporates community and stakeholder input.
- f. As part of the approach to engaging the stakeholder and providing relevant information for the update discussion, state of the knowledge speakers should be engaged to ensure a compelling and informative process.
- g. The update will improve and expand our economic statistics dashboard tool ([www.region2000dashboard.org](http://www.region2000dashboard.org)) by integrating CEDS elements including goals. We seek to utilize the dashboard to track our progress in meeting our goals, and understand that this will likely change some of the data that we are now tracking. We would like for the

website to become a comprehensive Region 2000 CEDS site rather than just a data dashboard.

- h. The final document should make use of graphics to the greatest extent, ensuring an understandable and compelling document for multiple community audiences.

### **Project Management and Coordination**

The Consultant will conduct an initial kick-off meeting with Region 2000 staff and CEDS Steering Committee members. At this meeting we will review the project goals and objectives, discuss the main tasks, walk through the project timeline, and identify expected outcomes. At this meeting, the Consultant will review the proposed plan for completing the project. This meeting will allow an opportunity for the Steering Committee to provide input to the Consultant regarding the project and offer opportunities for stakeholder involvement. The Consultant will then use this initial feedback to adjust the project plan as necessary.

### **Other plans**

Region 2000 has been active developing plans for other facets of the region which should coordinate with the CEDS plan. These plans include:

- a. Central Virginia MPO Long Range Transportation Plan
- b. Regional Long Range Rural Transportation Plan
- c. Region 2000 Agriculture Strategic Plan
- d. Interconnectivity Transportation Plan (proposed)
- e. Region 2000 Greenways Plan 2012 Update
- f. Region 2000 Bicycle Plan
- g. Jurisdictional Economic Development Plans
- h. Jurisdictional Comprehensive Plans

### **Budget**

The estimated budget for this scope of work is \$120,000 to \$135,000.

### **Schedule**

Completion schedule: The timeframe for the effort from kickoff to CEDS approval should take no more than one year.

### **Deliverables**

Final deliverables will include

- a. Executive Summary handout
- b. 10 printed and bound copies of the final version of updated Region 2000 CEDS
- c. An electronic format(s) deemed suitable by the Council. The format(s) will be suitable for:
  - i. inclusion on Region 2000 Partnership websites
  - ii. for reproduction
  - iii. for text updates and edits

- d. An updated economic indicator dashboard

### **Submittal Deadline**

The deadline for submittal of proposals in response to this RFP is **Thursday, November 12 at 3 p.m.** Proposals should be sent to:

Matt Perkins  
Virginia's Region 2000 Local Government Council  
828 Main Street, 12th Floor  
Lynchburg, VA 24504  
mperkins@region2000.org

Please provide one (1) original and three (3) copies of the proposal. Please also submit an electronic version of the proposal to the email address listed above.

### **Questions/Additional Information**

All questions or clarifications related to this RFP must be submitted to Scott Smith via email [ssmith@region2000.org](mailto:ssmith@region2000.org). **All questions must be submitted before the close of business on Thursday, November 5.** All questions and Region 2000's response will be posted on the Region 2000 Web site: [www.localgovernmentcouncil.org](http://www.localgovernmentcouncil.org) and sent to any consultant on our mailing list. It is the Offeror's responsibility to check the web site for information or request inclusion on our mailing list.

### **Cancellation**

Region 2000 reserves the right to cancel this Request for Proposals at any time. Region 2000 reserves the right to waive minor informalities or discrepancies contained in any Proposal.

### **Pre-Proposal Meeting**

No pre-proposal meeting will be held.

**SECTION 2**  
**PROPOSAL REQUIREMENTS**

Please provide the following information about your firm and members of the team who would be assigned to this contract. Proposals should respond to all requirements of this RFP to the maximum extent possible. However, brevity and clarity of Proposals are expected.

**Tab 1: Introductory Letter**

The introductory letter shall name the person or persons authorized to sign contracts and represent the consultant in any negotiations and provide a very general overview of the firm and the firm's relevant expertise and experience.

**Tab 2: More Detailed Firm Information**

Please provide the following:

- Name, address, phone number, fax number and e-mail of the firm office which would be providing the service to Region 2000 as well as the location of the firm's home office if other than the above
- Number of years in business
- Former names (if any).
- Corporate structure and names (if applicable).

**Tab 3: Project Team Information**

This section should provide information regarding the firm's project team who are likely to work on the project.

Provide the names and resumes of the project team including the project manager and all key support professionals, include applicable registrations where appropriate. Include a description of the team's experience with comparable projects, what role each team member provided for these projects, and the role expected on this work. Indicate in which office each team member is located. Include the number of experienced staff available to perform the requested services including specific qualifications and experience. If a multi-firm or team approach is proposed, clearly identify the identities and responsibilities of each party and the assurances of performance offered. Please describe your history of working with members of the team.

**Tab 4: Relevant Project Experience/References**

This section should provide information regarding the firm's qualifications and experience in relation to the projects the RFP is intended to cover.

- Discuss firm's qualifications to perform the work of the size and nature described in this RFP.

- Provide specific firm qualifications to perform the general work described in this request including available resources, recent, current and projected workload.
- Discuss experience with similar contracts and provide references concerning past performance including ability to meet schedules, cost control, and contract administration.
- Describe any special capabilities of your firm, such as technical innovations, community outreach, cost effectiveness, etc.
- Discuss the firm's familiarity with the region.
- Discuss avoidance of conflict of interest.

Please provide a list of five clients of your company, preferably localities in the Commonwealth of Virginia, who have used your services. Describe the service provided, the approximate total project cost and the cost of your service for such projects, including the firm's estimate of construction costs versus final construction costs. Include the name and telephone number of the client's contact person who is familiar with both the project and your firm's role on the project.

Background experience in regional and/or rural planning is considered preferable for completing this CEDS Update.

#### **Tab 5: Approach to Performing the Scope of Work**

Please describe, in detail, your firm's methodology and action plan for performing the work requested in this Request for Proposals. This methodology may include:

- Quantity and types of meetings proposed
- Regional economic analysis
- Visioning, goals, and objectives
- Plan of Action
- Evaluation and Measurement – especially relating the measurement of progress towards our goals and objectives
- Updating and reshaping the dashboard
- Communications with stakeholders and communities
- Website and content
- Project completion schedule

#### **Tab 6: Fee Proposal**

Please provide a total project cost. Consultants selected for interviews will be asked to provide a task-by-task cost breakdown.

### **SECTION 3:** **SELECTION PROCESS**

The submitted proposals will be evaluated based upon the following criteria.

#### **Evaluation Criteria**

The firms will be evaluated upon the following general criteria:

- Experience and expertise of project team members (Tab 3)
- Previous experience with similar projects (Tab 4)
- Consultant's recommended approach to performing scope of work (Tab 5)
- Any special capabilities the team may bring to the projects (all tabs)
- Conciseness and completeness (all tabs)
- Understanding of the project (all tabs)
- Fee proposal (Tab 6)

After evaluation of the Proposals, Region 2000 will engage in individual discussions and interviews with two or more Offerors deemed fully qualified, responsible and suitable on the basis of initial responses, and with professional competence to provide the required services. Repetitive informal interviews are permitted. Proposers shall be encouraged to elaborate on their qualifications, performance data, and staff expertise relevant to the proposed contract.

On the basis of evaluation factors set forth herein and the information provided and developed in the selection process to this point, Region 2000 shall rank, in the order of preference, the three (3) proposers whose professional qualifications and proposed services are deemed most meritorious. Those three (3) firms will be requested to participate in an in-person interview at the Region 2000 office on **Wednesday December 9, 2015**.

Negotiations shall then be conducted with top ranked Offeror(s) and if a contract or contracts satisfactory and advantageous to the Agency can be negotiated at fees considered fair and reasonable, then Region 2000 shall award contract(s) to that Offeror(s). Should Region 2000 determine in writing and in its sole discretion that only one Offeror is fully qualified, or that one offer is clearly more highly qualified and suitable than the others under consideration, a contract may be negotiated and awarded to that Offeror. Region 2000 may, but is not required to, award multiple contracts under this RFP.

#### **False or misleading Statements**

If, in the opinion of Region 2000, any proposal which contains false or misleading statements or references which do not support a function, attribute, capability or condition as contended by the firm, shall be rejected.

#### **Clarification of the RFP**

Region 2000 reserves the right to obtain clarification of any point in the firm's RFP or to obtain additional information necessary to properly evaluate a particular RFP. Failure of the firm to

respond to such a request for additional information or clarification may result in rejection of the proposal.

## **SECTION 4**

### **Equal Employment Opportunity**

The Region 2000 Local Government Council provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, the Region 2000 Local Government Council complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. 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.

The Region 2000 Local Government Council expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Region 2000 Local Government Council employees to perform their job duties may result in discipline up to and including discharge.

### **Small, Minority and Female-owned Businesses and Section 3 Businesses or Firms**

Small (SBE), minority (MBE), and female-owned (WBE) businesses or firms and Section 3 businesses or firms are encouraged to submit proposals.

### **Special Terms and Conditions: Virginia Public Procurement Act**

The following Special Terms and Conditions are required by the Virginia Public Procurement Act (§ 2.1-4300 et seq. of the Code of Virginia) and shall be included in any contract entered into under this RFP. By submitting a proposal, Offeror agrees to comply with the following should it be awarded the contract:

**1. EMPLOYMENT DISCRIMINATION.** During the performance of this contract, the Contractor agrees as follows:

- a. Contractor will not discriminate against any employee or applicant for employment due to race, religion, color, sex, national origin, age or handicap, except where religion, sex, national origin or age is a bona fide occupational qualification reasonably necessary to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination disclosure
- b. Contractor, in all solicitations or advertisements for employees placed by or on behalf of Contractor will state that Contractor is an equal opportunity employer.
- c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulations shall be deemed sufficient for the purpose of meeting the requirements of this subsection.



**2. DRUG FREE WORKPLACE.** During the performance of this contract, Contractor agrees to (i) provide a drug-free workplace for Contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in Contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of Contractor that Contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

**3. ILLEGAL IMMIGRANTS.** Contractor does not and shall not during the performance of this contract knowingly employ an unauthorized alien as defined in the Federal Immigration and Reform and Control Act of 1986.

**4. AUTHORIZATION TO TRANSACT BUSINESS IN VIRGINIA.** SCC Identification Number (Note: This provision is applicable to all Offerors prior to the award of contract.) Offeror, whether organized as a stock or nonstock corporation, limited liability company, business trust, or limited partnership or registered as a limited liability partnership shall be authorized to transact business in the Commonwealth as a domestic or foreign business entity if so required by Title 13.1 or Title 50 of the Code of Virginia. Contractor shall not allow its existence to lapse or its certificate of authority or registration to transact business in the Commonwealth, if so required under Title 13.1 or Title 50, to be revoked or cancelled **at any time during the contract.**

Any Offeror organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 of the Code of Virginia shall include in the proposal its identification number issued by the Virginia State Corporation Commission. Any Offeror not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law shall include a statement in the proposal describing why the Offeror is not required to be so authorized.

The Owner may void any contract with any Offeror that fails to remain in compliance with this section pursuant to Section 2.2-4311.2 of the Code of Virginia.

**5. INDEMNIFICATION.** Under this contract, the successful Offeror agrees to indemnify, defend and hold harmless the Owner, its officers, agents and employees from any claims, damages, suits, actions, liabilities and costs of any kind or nature, including attorneys' fees, arising from or caused by the provision of any services, or the use of any services or materials furnished (or made available) by the successful Offeror, provided that such liability is not attributable to the Owner's sole negligence. The Contractor shall notify the Owner of any suit, claim, demand, loss or action made or filed against the Contractor immediately upon the Contractor's receipt or learning of it.

The Owner will not agree to any limitation of damages, waiver of incidental or consequential damages, or indemnification clauses in the contract resulting from this procurement. By

submitting a bid or proposal, the bidder or proposer agrees not to request such clauses in the resulting contract.

**6. INSURANCE.** The successful bidder shall maintain insurance to protect itself and the Region 2000 from claims under the Workers' Compensation Act, and from claims for damages for personal injury, including death, and for damages to property, which may arise from performance under this contract. The successful bidder shall deliver Certificate of Insurance to Region 2000 specifying the limits acceptable to Region 2000 which are as follows:

Workers' Compensation and Employer's Liability: \$1,000,000

Automobile Liability (bodily injury/property damage): \$1,000,000

Comprehensive General Liability (bodily injury/property damage): \$1,000,000

The Certificate shall show Region 2000 named as an additional insured for commercial general liability and automobile liability.

**7. CONTROLLING LAW; VENUE.** This contract is made, entered into, and shall be performed in the City of Lynchburg, Virginia, and shall be governed by the applicable laws of the Commonwealth of Virginia. Any dispute arising out of the contract resulting from the Request for Proposal, its interpretations, or its performance shall be litigated only in the City of Lynchburg General District Court or the Circuit Court for the City of Lynchburg, Virginia.

**8. TERMINATION OF CONTRACT.**

a. Region 2000 reserves the right to terminate the contract immediately in the event that the Successful Bidder discontinues or abandons the performance; if adjudicated bankruptcy, or is reorganized under any bankruptcy law; or fails to keep in force any required insurance policies or bonds.

b. Failure of Successful Bidder to comply with any section or part of this contract will be considered grounds for immediate termination of the contract by Region 2000.

c. Notwithstanding anything to the contrary contained in the contract between Region 2000 and the Successful Bidder, Region 2000 may, without prejudice to any other rights it may have, terminate the contract for convenience and without cause, by giving 30 days written notice to the Successful Bidder.

d. If the termination clause is used by Region 2000, the Successful Bidder will be paid by Region 2000 for all services satisfactorily performed by the Successful Bidder up to the termination date set in the written termination notice.

## Consultant Mailing List

October 2, 2015

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angelos@angeloueconomics.com

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