

# REQUEST FOR PROPOSAL



**JOHNSON COUNTY, KANSAS  
OFFICE OF FINANCIAL MANAGEMENT  
PURCHASING DIVISION  
111 S. CHERRY, SUITE 2400  
OLATHE, KS 66061-3486**

**RFP NO: 2009-045  
DATE: October 21, 2009  
PURCHASING ADMINISTRATOR:  
Brett M. Wood, CPPB  
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**RETURN RFP NO LATER THAN:**

**OPENING DATE: November 13, 2009**  
**OPENING TIME: 2:00 PM Local Time on a clock designated  
by OFM Purchasing Division**

**RETURN RFP TO:**

**OFFICE OF FINANCIAL MANAGEMENT  
PURCHASING DIVISION  
111 S. CHERRY, SUITE 2400  
OLATHE, KS 66061-3486**

**DESCRIPTION:**

## Countywide Visioning Services

**PREPROPOSAL CONFERENCE:** will be held on November 4, 2009, at 2:00 p.m. in the Johnson County Administration Building located at 111 South Cherry, Room #201 (lower level), Olathe, Kansas 66061

**To respond to this RFP this cover sheet and the appropriate forms should be completed and submitted. The county is requesting one (1) original clearly marked as such, and one (1) electronic copy in a digital format such as a CD or flash drive to be returned in response to this RFP.**

**INVOICE DISCOUNT TERMS**

Is a discount offered for prompt payment of invoices? **YES** \_\_\_ **NO** \_\_\_. If yes, please complete information below.

VENDOR TERMS: \_\_\_\_\_ %      DISCOUNT PERIOD \_\_\_\_\_ DAYS      NET \_\_\_\_\_ DAYS

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**MUST BE SIGNED TO BE VALID**

COMPANY:

DATE:

MAILING ADDRESS:

PHONE:

CITY

STATE:

ZIP:

E-MAIL:

SSN OR FEDERAL TAX NO:

TITLE OF AUTHORIZED  
REPRESENTATIVE:

AUTHORIZED SIGNATURE:

PRINTED NAME:

DATE:

## **A. INTRODUCTION**

Located in the Kansas City metropolitan area, Johnson County is a full service local government providing daily services to over 500,000 residents through more than 40 offices, agencies, and departments. In addition to the traditional governmental operations of public health and safety, codes regulations, and tax collection, Johnson County operates a major intermodal transportation system, twelve libraries, six multi-service centers, a park and recreation district, mental health and developmental support centers, a community corrections program, and a countywide wastewater system. Please refer to the Johnson County website for additional information at [www.jocogov.org](http://www.jocogov.org).

Johnson County Kansas intends to complete a county-wide visioning process with an anticipated timeline of less than 24 months. The process must include extensive, diverse and effective engagement of the public and other key stakeholders within the community (inside and outside the county limits). The intended outcomes include identifying and analyzing emerging trends and community issues, articulating core community values, creating a vision statement, developing general community vision based on the community's core values, establishing a vision action plan to implement the vision and defining a method to revisit and update the vision and vision action plan.

The county-wide visioning committee is a Board appointed Citizens Visioning Committee that was designed to represent major sectors of the community. The Citizens Visioning Committee is tasked with developing a long-range plan for the future of the community that includes specific recommendations and action plans using a broad, participatory process that respects the voices of the full community. Membership consists of appointments from elected officials, as well as specific representation from the following Stakeholder groups: Commercial Development, Homebuilders Association, Heavy Constructors, Older Adults/Senior Citizens, two representatives from the Council of Mayors, the Unincorporated Area, League of Women Voters, Education, Judiciary, Chambers of Commerce, County Management, Non-Profit/Volunteer Sector, Financial Services Industry, Homes Associations, Persons with Disabilities, Planning Commission, Arts and Humanities, Social Services, Johnson County Community College, Faith Based Institutions, Sierra Club, Taxpayers Association, Utilities, Hospitals/Health Care Industry and two Minority Communities Representatives.

Johnson County is looking for a consultant team with sufficient experience to work quickly in a collaborative framework with other team members, the public, citizen committees, business and industry representatives, service clubs, non-profit organization and school and county elected officials and staff. The visioning process must include extensive and sustained public involvement activities, including innovative outreach efforts through various approaches toward the goal of engaging a broad and deep cross section of the community. Johnson County is looking for a blend of involvement and collaborative approaches that will engage those community members that typically are not engaged in civic or community dialogue. Such approaches could include, for example, workshops, citizen polling, consensus building, participatory decision-making, focus groups, small "coffee-klatch" gatherings in citizen's homes, personal interviews, engagement at community events, youth, church group or other target group outreach activities, opinion surveys, mailings, media coverage, county-wide newsletter, interactive use of a project web site, town hall meetings, vision fairs and other techniques.

Johnson County is interested in engaging the cities inside the County to participate actively in this process and "share their stories" with the community and create an open exchange between elected officials and citizens, that encourages the Board of County Commissioners and the Citizens Visioning Committee as they develop a countywide vision.

Consultants are encouraged to submit a core proposal that addresses the Scope of Work defined with this Request for Proposals. Consultants may also propose additive alternatives to the Scope of Work that they believe would significantly improve the project's outcomes. In addition, the County is looking for cost saving measures throughout the process. Consultants are encouraged to submit suggestions for cost savings and other ways of promoting cost-efficiency, and to highlight any tradeoffs inherent in the suggested alternatives. Both the core proposal and any additive alternatives should include a clear description of the work, reasoning for consideration.

Partnership Opportunities – Lead Consultant: The County recognizes that our needs in this project may require the services of experts with specific skills or from various disciplines. To that end we anticipate possible partnerships among consultants. It is important that a lead consultant be identified and all participating consultants and team members be identified in the consultant proposal.

### C. SCOPE OF WORK

In addition to the items listed below, it is important that the consultant team selected to work remain cognizant of the need for the project to establish and sustain credibility with citizens and decision-makers. It is also essential that the selected team have the ability to:

- Develop customized strategies that will be effective within the political and social environment of the community;
- Link the process and outcomes with current and upcoming planning efforts and decision making processes among a variety of organizations within the community;
- Effectively carry out a variety of public outreach methods and activities;
- Use a variety of media, activities and methods to capture, focus and engage citizens, decision makers and other key players; and
- Develop and manage the process to achieve outcomes perceived as balanced and authentic by as many community stakeholders as possible.

At this time, Johnson County does not have a specific outline of tasks or project management structure for this project. However, it is expected that the work will be approached as a collaborative partnership between community members, service clubs, non-profit organizations, business representatives and school and city elected officials and staff with the consultant taking the lead on project management, task implementation and follow-through. The firm selected to work in partnership with the community on this project will be expected to produce the following products and outcomes and provide the following services:

**Effective Collaboration and Project Management:** Produce the final products and accomplish the project objectives and outcomes with close interaction with Johnson County staff and the steering committee.

- Lead and facilitate the Citizens Visioning Committee (CVC) meetings,
- Develop materials
- Make presentations
- Produce reports
- Produce documents of key activities and findings.
- Develop and make presentations to
  - appointed and elected officials
  - A wide variety of community groups.
- Design public involvement strategies
- Manage public involvement process
- Implement the public involvement
- Modify the implemented strategies if necessary to meet project objectives
- Attend a variety of community events.
- Work with County staff, steering committee and other stakeholders to develop key messages, implement media-related strategies and refine or reframe those if necessary.
- Advise Johnson County staff, decision-makers and other key players regarding media relations and other key activities.

- Provide other consulting services relating to the Scope of Work such as meeting facilitation and management, technical analysis, synthesizing information and project management.

**Develop a Communications Plan.** The Communication Plan should link with the public outreach and project outcomes and involve key players through the entire process. This would include:

- marketing
- other methods of publicity
- media relations
- creating key messages to:
  - increase recognition
  - build credibility
  - deepen understanding

**Develop an Outreach Plan:** Develop a plan to engage, involve and collaborate directly with the public, including youth and other community stakeholders throughout the entire process. This would include innovative or other effective ways to engage community members that do not normally participate.

**Analysis and Findings:** Compile and analyze relevant data, identify and evaluate issues, values and concerns held by the community. Identify current, emerging and projected trends and evaluate potential impacts, constraints and opportunities.

**Prepare the Core Values Statement:** A “core values” statement would be one of the intended outcomes of the Communication and Outreach Plans. This piece should include an accompanying narrative explaining its development and other relevant information that can serve to deepen understanding and create lasting value.

**Develop the Community Vision Statement:** Based upon the Core Values Statement, and extensive public input a Community Vision Statement would be developed. The intended outcome is a broad-brush description of Johnson County in the year 2037. Included with the vision statement would be four to six key focus areas that would provide more detailed statements to guide the future of the community to achieving that broad vision.

**Develop a Vision Action Plan:** The Vision Action Plan would contain strategies that would set a direction and general guidance for implementing one or more of the elements of the Vision Statement. Each strategy would have at least one action that supports the implementation of the strategy. The action plan should be logically structured to include:

- a description of the action
- a lead partner to champion the implementation effort
- potential partners for implementation
- a timeframe
- priorities for implementation

**Maintenance of Vision Statement and Vision Action Plans:** The Vision and Vision Action Plan should be considered a living document that will need regular updates adjustments to reflect accomplishments and changes in the community.

- Recommend mechanisms and timeframes for community partners to gather and review the Vision and Vision Action Plan
- Recommendations should also be made regarding the process to keep the Vision and Vision Action Plan current.

**Additional Expectations of the County for the Consultant:**

We anticipate having a visioning meeting on a monthly basis with more potential meetings as activities and events ramp up throughout the project. Please state how many meetings and activities you would expect and be prepared to support.

Provide examples of the reports indicated in the Scope of Work that we would receive and when as part of your response.

Indicate what types of community meetings or events will produce the information needed for this project, and which your proposal will support.

**D     THE COUNTY WILL:**

Tentative timeline:

Issue – Mail RFP	October 21, 2009
Pre-proposal	November 5, 2009 @ 2:00 PM
Open RFP's	November 13, 2009 @ 2:00 PM
Interviews	Week of December 14
County Approval	January 2010
Begin Project	1 <sup>st</sup> Quarter of 2010