

Request for Proposal to Conduct Qualitative Research using Focus Groups

INTRO

As new information and development issues challenge the Wahpeton Community Development Corporation [WCDC] and its partners, an updated strategic plan to wisely address future growth opportunities of the community is desired. The focus group format is the preferred method to obtain new ideas from key stakeholders and influencers.

SCOPE OF WORK

Moderate forums with three main stakeholder groups:

- Current Wahpeton Community Development Corporation Membership
- Local Business Owners/Managers
- Current and past Elected City and County officials

OPTION: Up to two more sessions [groups yet to be determined]. See No. 5 of Proposal Cost.*

Focus Group sessions will serve to identify community issues and concerns and receive feedback. Outcomes include policy statements, goals, objectives, and guidelines that will be used to establish a vision and framework for action to complement the WCDC's Vision: *Promote Wahpeton Economic Growth & Prosperity*

The objectives of holding focus group sessions are to solicit feedback on a specific topic or topics, confirm marketing assumptions before using them to create strategies, and to attain actionable information and knowledge. Research will build on findings and recommendations in the 2030 Comprehensive Plan adopted in August of 2011 and cover three main areas:

1. **Economic Development** practices, projects, entities and opportunities;
2. Local **Business Environment** including local economic climate, challenges, and initiatives; and
3. **Quality of Life** and Community Services.

ACTION – Specific implementation recommendations, or Action Items, will be developed as a result of these sessions.

PROPOSAL REQUIREMENTS FORMAT

A. Cover Letter: This letter will summarize in a brief and concise manner the firm's understanding of the Scope of Work. The letter must name persons authorized to represent the firm, and include the titles, addresses and telephone numbers of such persons;

1. Organization profile and qualifications;
2. Qualifications of key personnel;
3. Experience and expertise [Reference Projects];
4. Work on current or pending assignments and personnel availability;

B. Scope of Services

1. Statement of understanding;
2. Methodology to complete tasks;
3. Work Schedule/Proposed timeline;
4. Proposals may include alternative 'additional' work items the respondent proposes as meritorious of being considered in the best interest of the WCDC; Alternative work items shall be clearly labeled as such, fully described, including a justification. [example: specific strategic planning sessions]

C. Proposal Cost– fee proposals shall be submitted in a separate envelope and include the following:

1. A schedule of fees broken down by work task;
2. Hourly rates for project personnel to be used as the basis for payment;
3. Total estimated cost for the work for 3 identified focus groups.
4. List of deliverables: analysis of findings; presentation of report [oral, electronic and print].
5. *OPTION: Separate estimated cost for up to two additional focus group sessions [price per session]

SELECTION PROCESS

The WCDC Executive Committee will review all submitted proposals. At the conclusion of the review process which may include scheduled interviews, the WCDC Executive Committee will make a recommendation to the WCDC Board of Directors. Selection will be based on the firm's previous performance with similar projects; qualifications of key personnel; understanding of the project; project management capabilities; and ability to complete the work in a timely manner. Retention of the selected consultant will be based on successful negotiation of professional services agreement.

Each proposal shall state that it is valid for a period of sixty (60) calendar days from the date of submission.

The selected respondent will serve a multi-faceted role as a process advisor, subject matter expert, and master facilitator. The WCDC reserves the right to reject any and all proposals.

SUBMITTAL OF PROPOSAL

Interested firms shall submit five copies of their proposal to the following address:

Wahpeton Community Development Office
Jane P. Priebe, WCDC Executive Secretary
"Request for Proposal to Conduct Qualitative Research using Focus Groups"
1900 4th Street North
PO Box 490
Wahpeton, ND 58074

**Proposals are to be received no later than
5:00 p.m. Monday - June 13, 2016**

Questions regarding this Request for Proposal may be addressed to Jane P. Priebe at (701) 642-8559 or janep@wahpeton.com

Copies of the Request for Proposal may be downloaded from the City/WCDC website at www.wahpeton.com under the Economic Development tab.

RFP Timeline:

May 19, 2016 - Request for Proposals sent

May 31, 2016 - Deadline for Questions and Response to Questions

June 13, 2016 - Deadline for Proposals

If interviews are needed, dates and times will be scheduled after the June 15th WCDC Board Meeting.