



Heber Public Utility District

Request for Proposal Strategic Planning Consultant

Heber Public Utility District (HPUD)

Request For Proposal (RFP)

Strategic Planning Consultant

INTRODUCTION

The Heber Public Utility District (HPUD) Board of Directors is requesting proposals from qualified strategic planning consultants to conduct an inclusive input process to develop a Strategic Plan and guide the District over the next 3-5 years.

The selected consultant will be responsible for assisting the Board of Directors with the full scope of developing a Strategic Plan.

HPUD is soliciting proposals for these services in accordance with the terms, conditions and instructions set forth in this Request for Proposal. There is no expressed or implied obligation for the HPUD to reimburse responding firms for any expenses incurred in preparing proposals in response to the request or for attending any meetings or conferences related to preparing or presenting proposals.

BACKGROUND

HPUD is a public utility district that provides potable water treatment and deliver, wastewater collection and treatment, waste hauling through contracted services, parks and recreation serving the 7,000 residents of Heber, an unincorporated part of Imperial County. HPUD provides water, sewer, trash and parks and recreation services and engages the community through outreach activities and events.

HPUD's role as the community's service provider is supported by a strong emphasis on community engagement and a network of community partners.

As a Special District, HPUD is governed by a publicly elected Board of Directors and has a \$3.57 million budget funded primarily by water and sewer service rates and a dedicated allocation of local property taxes. HPUD has a well trained and dedicated staff that ensure the water and wastewater treatment plants, collection and distribution systems are operating to meet all state and federal compliance standards and conditions.

The Townsite of Heber is a small community uniquely situated between the two most populated cities within Imperial County: El Centro and Calexico. Heber's developed area covers approximately 1.63 square miles and is accessed from the east via Highway 111, a primary north/south transportation corridor. Heber is an unincorporated area within Imperial County and partially serviced by the County of Imperial and other public entities, including the Heber Elementary school district and other public service districts. The Heber Public Utility District was formed in 1931 under the Public Utility Act of 1921 for the specific purpose of providing wastewater and water services to the Heber community. Services provided by the HPUD have since expanded to include parks and recreation and limited drainage and lighting facilities.

The Heber Public Utility District office is located at 1078 Dogwood Road, Suite 103 in Heber

and serves a community of approximately 7,000 people. The Heber Public Utility District provides limited public services to the Heber community consisting of water, wastewater and parks and recreation services. The Heber Public Utility District consists of a five-member Board of Directors elected by the public. A General Manager reports directly to the Board of Directors and is charged with overseeing the District's operation and employees. The District currently operates with 13 employees and has an operating budget of \$3.57 million in Fiscal Year 2019-20.

The HPUD does not have a strategic plan and there is particular desire in the District that a Strategic Plan be developed to reflect the needs, voices, and interests of the community.

To that end, the Board of Directors has authorized this Request for Proposal and along with the staff and the community, will be involved in the development of the Strategic Plan.

PROPOSAL

The following information is required for the proposal submission to be considered:

- Firm name, address, contact name, title, phone number & email address
- Scope of Work including an outlined approach and strategy to complete the requested Scope of Work
- Cost estimate for the proposed Scope of Work, and any other project-related costs
- List of 3 references and examples of similar projects

ELIGIBILITY

Consultants should be experienced in working with organizations in the development of a long-term strategic plan. The intent of the Request for Proposal is to garner proposals from qualified strategic planning consultants to work in partnership with the Board of Directors, the HPUD staff and community stakeholders.

The successful proposer will work directly with the General Manager to ensure all activities in this project are completed.

SCOPE OF WORK REQUESTED

- Conduct a pre-meeting with HPUD District Manager to clarify expectations and desired outcomes.
- Review relevant documents identified by the Board of Directors and the General Manager.
- Coordinate with HPUD staff to conduct a site visit.
- Attend at one (1) regularly scheduled meeting of Heber Public Utility District Board of Directors.
- Organize and facilitate meetings to encourage participation and gather insight regarding critical issues and priorities for HPUD. Work with the General Manager to ensure that at minimum the following are a key part of the process:

- One Strategic Planning workshop (primarily for the Board of Directors, and Heber Public Utility District staff, although also open to the public).
- Two (2) general community meetings (town-hall style): one early in the process to garner input, and one toward the end, to review a draft plan.
- Work with the General Manager on all related press releases and event notifications.
- Provide HPUD documentation of findings from the public and staff meetings, and preliminary direction for a Strategic Plan.
- Provide a draft Strategic Plan to staff for feasibility review.
- Provide a draft Strategic Plan at a Board of Directors meeting by no later than February 2020.
- Attend and present the final report at a Board of Directors meeting.

PROJECT SCHEDULE

Proposals must be received no later than 2:00 p.m. PDT on Wednesday, September 4, 2019. Proposals received later than the date and time specified will not be considered. HPUD assumes no responsibility or liability for late delivery or receipt of responses.

In order to be considered eligible for the project, the consultant who would be assigned to the project, must be available in person or by phone/videoconference to respond to questions within two weeks of bid opening.

The project will be awarded and terms finalized on September 19, 2019 or thereafter. Selection of a consultant under this Request for Proposal does not commit HPUD to procuring any services pursuant to this Request for Proposal. HPUD will negotiate contract terms upon selection.

PROPOSAL CONTENTS AND REQUIREMENTS

Cover Letter:

Summarize the proposed team and approach. Include the firm name, address, contact person, and all applicable contact information.

Qualifications:

- Describe the background, experience and capabilities of your firm as it relates to the Scope of Work outlined above.
- Identify the name and title of the primary consultant and any other key team members who will be assigned to this project. For each, provide a summary of qualifications and experience and identify successful placements that have been completed within the last five years that are similar in scope, size, and complexity to this project.
- For each team member, provide the name, telephone number, and email address of at least two references that can attest to the quality and effectiveness of his/her work.

PROJECT APPROACH:

Describe the methodology and work plan the consultant(s) will use to complete the work, including critical elements and special methodologies that will be employed to ensure a high-quality work product that will meet budget and schedule expectations.

Scope of Services:

Provide a scope of services and proposed outline of tasks, products, and schedules. Identify the extent of the HPUD involvement deemed necessary including key decision points at each stage of the project. Proposed deviations from the desired scope of services set forth above should be clearly noted and justified.

Cost:

Provide a cost proposal for the scope of services including fixed-costs fees, expenses, reimbursable costs, and any other anticipated expenses.

Subcontractors:

Identify all subcontractors that are proposed to be used on this project, if any. For each subcontractor list the products and/or services to be supplied and the percentage of the overall scope of work that will be performed by that subcontractor.

Insurance:

List all relevant insurance policies and coverage amounts carried by the firm. The selected consultant will be required to submit evidence of, and comply with, all insurance requirements deemed necessary by the Board of Directors.

References:

Provide a list, including contact name and complete contact information, or at least three clients the firm has contracted with within the past four years who can verify the firm's ability to provide the scope of services requested.

Performance Guarantee:

If your firm provides a performance guarantee, describe the terms and conditions under which the guarantee applies.

SELECTION PROCESS

The HPUD management team will review and rank the applications and prepare a recommendation to the Board of Directors. The Management Team will evaluate proposals considering factors including (but not limited to):

- Completeness and quality of response
- Ability to meet requested service needs
- Experience in conducting strategic planning processes
- Expertise and availability of key project personnel
- Total cost to HPUD
- References from no less than three clients

Selection will be based on the qualifications of the firm and assigned personnel and on the quality of the proposal. Selection will not be based solely on cost. HPUD reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to request modifications of the response, to accept or reject any or all responses received, and/or to cancel all or part of this Request for Proposal at any time prior to awards.

PROPOSAL SUBMISSION

Deadline for submission is 2:00pm on Wednesday, September 4, 2019. Please submit original and 3 copies of your proposal to:

Laura Fischer, General Manager, Heber Public Utility District
1078 Dogwood Road, Suite 103, Heber, CA, 92249

Please also email a copy of your proposal in PDF format to lfischer@heber.ca.gov and rrcarrillo@heber.ca.gov.

DISCLAIMER

The Request for Proposal does not commit the HPUD to engaging a consultant, issuing a contract, or paying any costs incurred in preparation of the proposals or attendance for interviews by the Board of Directors. HPUD reserves the right to cancel this Request for Proposal in whole or in part, reject any and all proposals, to accept proposals it considers most favorable to HPUD's interests at its sole discretion, and to waive any irregularities or informalities in the proposal procedures. HPUD further reserves the right to reject all proposals and seek new proposals when it is determined to be in the best interest of HPUD. This Request for Proposal covers only the work described herein and does not commit HPUD to any work beyond what is described.