



**Public Outreach and Engagement Committee**

**January 14, 2021**

**8:00 A.M.**

**Zoom**

**AGENDA**

Members of the public may observe the meeting via YouTube Live Streaming on the [PlanRVA YouTube Channel](#).

1. Welcome and Introductions: Mr. Davey
  - a. [Statement regarding Virtual Meetings for PlanRVA](#)
  - b. Roll Call of Attendees: Mr. Kumar
  
2. RFP Draft – Ms. Heeter
  
3. Open Discussion
  - Future meetings
  
4. Adjourn



**Opening Statement for Electronic Meetings  
PlanRVA Public Outreach and Engagement Meeting  
January 14, 2021**

Due to the 2020 COVID-19 virus, meetings of the Richmond Regional Planning District Commission have transitioned to a virtual format in accordance with provisions of Virginia Code § 2.2-3708.2 and related legislation approved by the General Assembly of Virginia during the current period of the Governor's State of Emergency Declaration for COVID.

While we meet in a remote/virtual format, we remain committed to public accessibility and opportunity to participate. Staff provided notice of this meeting to members and the public on Monday November 30, 2020. As this meeting will be recorded, audio and visual recordings and materials will be accessible through the PlanRVA website. Any member of the public participating as an observer during the meeting may submit comments or questions at any time via email at [info@PlanRVA.org](mailto:info@PlanRVA.org). Additional information for how members of the public may participate are included in the meeting materials and on our website.

For the members who are participating in the meeting today, we ask that you identify yourself first when speaking so we can accurately record the activities of the meeting. Please remember to mute your line when not speaking to minimize additional noise and feedback. You may unmute your line at any time to request acknowledgement from the Chair. Staff will be monitoring the chat functions throughout the meeting to assure we do not overlook anyone wishing to participate, as appropriate, in the discussion.

If anyone has questions regarding the process for assuring effective facilitation of this meeting or for how members of the public may participate, they should communicate by email if viewing via YouTube or chat if within the Zoom platform.

Staff certifies that we have followed the approved procedures for appropriate notice of this meeting and the means by which we are convening.



**Public Outreach and Engagement Meeting**  
**Zoom Virtual/ In person Meeting**  
**Meeting Minutes**  
**October 26, 2020**  
**3:30 p.m.**

**Members**

<b>LOCALITY</b>	<b>NAME</b>
Chesterfield County	Christopher M. Winslow Tim Davey, Chair
City of Richmond	Kristen Larson
Hanover County	Anne Marie Lauranzon
Henrico County	Frank Thornton
Powhatan County	Larry J. Nordvig

**Staff**

Martha Heeter..... Executive Director  
 Sidd Kumar..... Project Coordinator

**Call to Order**

Chairman Davey called the PlanRVA Commission meeting to order at approximately 3:40 p.m.

**Attendance Roll Call.**

Mr. Kumar took Attendance

**Meeting Minutes**

Chairman Tim Davey began discussion with observations about PlanRVA’s Strategic Planning Framework and foundational reasons for formation of the Committee and current objectives. Mr Thornton gave his input about the efforts that have been made with Public Outreach and Engagement and progress to be made.

Mr. Winslow agrees with Mr. Thornton on the accomplishments that have been made with social media and improvements to communicate with the public.

Mr. Davey asked the Committee members what is important to the public.

1. Awareness of the work we do
2. Awareness of the staff and organization
3. Awareness of the Board members



Ms. Heeter went into detail about the Community Foundation's \$50,000 Grant Award. This will allow us to expand our strategic planning efforts to expand public outreach for PlanRVA. Our goal is to build an engagement strategy, to serve as a guide for the agency and to leverage the professional support to build internal capacity to meet future needs. .

Ms. Heeter discussed the adjustments we have made since the beginning of Covid-19, utilizing and adapting to new online tools to support communication, virtual meetings and public engagement. We have worked to strengthen our digital and web presence while exploring other ways to engage with the public.

Mr. Davey talked about the next steps for the committee. Mr. Davey asked if committee members supported next steps of drafting an RFP, selecting multiple potential teammates that could be hired to organize and implement our strategy.

Both Mr. Winslow and Mr. Thornton agreed with this approach. Mr. Thornton felt that having an outside perspective might help lay the foundation for carrying out the related elements of our strategic planning framework.

In Summary the first step would be for the staff to draft an RFP for committee review prior to release in February.

### **Other Business**

Chairman Davey adjourned the meeting at approximately 3 :50 p.m



Richmond Regional Planning District Commission  
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(804) 323-2033

Request for Proposals  
Multi-Year Agreement for On-Call Brand Identity,  
Marketing/Communications, Public Outreach and Engagement Services

RFP# 21-02

RFP Issued:	<b>February 1, 2021</b>
Scoping Meeting:	<b>February 5, 2021, 12 noon (Virtual/Recorded)</b>
Deadline for Questions:	<b>By February 12, 2021, 4 pm</b>
Answers Posted:	<b>By February 15, 2021, 4 pm</b>
Deadline – Proposal Submissions:	<b>February 26, 2021, 4 pm</b>
RFP Announcement:	<b>By March 12, 2021</b>



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**Invitation:**

The Richmond Regional Planning District Commission (PlanRVA) seeks proposals from qualified offers for assistance in developing and implementing a multi-year strategy for brand identity, marketing and communications, public outreach and engagement. PlanRVA anticipates award of one or more term on-call contracts as a result of this solicitation, as deemed appropriate to meet our current and likely future needs.

Solicitation of proposals through RFP is not binding. PlanRVA reserves the right to postpone or cancel this project based on review of the quality of and cost structures identified by the proposals received and availability of funds to order services. Selection of one or more successful proposals and award of on-call contract(s) is not binding and therefore should not be construed as a commitment of funds or guarantee of work.

It is the intention of PlanRVA to exercise the on-call award(s) made to successful offeror(s) for issuance of specific orders of work (Task Orders) needed to be performed for the agency over a multi-year period. Agreements for any and all selected on-call awards will expire June 30, 2025. Task Orders issued over this period will provide a description of need including scope and timeline; awardees will be given opportunity to price the work for selection to win the Task Order.

**Submissions and Questions:**

Proposals must be submitted by electronic mail. (Proposals will not be accepted in facsimile or other form.) All information received in response to this request marked Proprietary will be handled accordingly.

Responses to the Request will not be returned. Full submission requirements and instructions are detailed herein.

Questions concerning this Request for Proposal should be directed to

Martha Heeter, Executive Director  
9211 Forrest Hill Avenue, Suite 200, Richmond, VA 23235  
mheeter@PlanRVA.org  
(804) 323-2033 - office

All questions from prospective responders and answers regarding this proposal will be posted on the PlanRVA website at [www.planrva.org](http://www.planrva.org). Prospective responders are encouraged to review the agency website and other publicly accessible information on social media or other platforms for additional insight to the organization's work and current capacity.



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## **1 Background**

PlanRVA is a regional convener, planning agency and provider of essential services to the localities of the Richmond Region. We are an organization comprising nine local governments for the purpose of encouraging collaboration to address regionally significant issues and opportunities. Previously known as the Richmond Regional Planning District Commission (RRPDC), our organization encompasses the localities of Ashland, Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan and Richmond.

PlanRVA is a political subdivision of the Commonwealth of Virginia, authorized by the General Assembly pursuant to the Regional Cooperation Act and subject to all provisions applicable to public bodies.

PlanRVA convenes community representatives to build relationships and capacity across the region; provides technical assistance to member jurisdictions; serves as a liaison between local, state and federal governments; and implements services when requested by members. Our current programmatic areas of focus include Emergency Management, the Environment and Transportation.

PlanRVA provides staffing and administrative support to the Central Virginia Transportation Authority (CVTA: [www.CVTAv.org](http://www.CVTAv.org)), Emergency Management Alliance of Central Virginia (the Alliance- [www.](http://www.) ), and the Richmond Regional Transportation Planning Organization (RRTPO: [www.RRTPO.org](http://www.RRTPO.org)) and is expected to order work on behalf of these entities from time to time over the course of the agreement period.

PlanRVA seeks to position our organization as a regional leader in developing equitable strategies for addressing our current and future needs related to transportation, natural resources and emergency preparedness through effective public engagement.

## **2 Additional Partners and Covered Work**

In addition to offering access to contracted expertise procured through this RFP to supported organizations listed above, (PlanRVA, CVTA, the Alliance and RRTPO), PlanRVA may extend to other public entities in the Richmond Region this agreement to solicit responses to Task Orders on their behalf.





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These may include, but not limited to, member jurisdictions of Planning District 15: Town of Ashland, City of Richmond, Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan and their affiliated public bodies.

<<Insert Cooperative Procurement Language here >>

### **3 Qualifications, Capacity and Services**

PlanRVA is seeking to procure a wide variety of marketing, advertising, communications, public relations, stakeholder engagement, public outreach and engagement and related services over the next 4 (four) fiscal years through a period ending June 30, 2025. The successful offeror(s) shall be available to provide these services on the basis of Task Order issuance. Final award of work will be determined by evaluation of results of Task Order issuance and contract negotiation for the specific work required by the agency.

All offerors to this solicitation should provide general information regarding available services and capacity, approach to project design and development, and pricing model. This is the first solicitation of this kind for our organization; we welcome recommendations for additional services/products that may benefit the agency in achieving stated goals.

Generally speaking, PlanRVA is looking for access to services including the following:

- Brand Identity Development and Implementation
- Data Gathering, Market Research and Analysis
- Data Visualization and Presentation
- Development of Communications Concepts and Planning
- Creative Services, Multi-Media Design, Strategic Planning and Management
- Electronic/Digital and Direct Marketing
- Website Design, Maintenance and Related Services
- Customer Relationship Management Services including platforms for contacts database and communications
- Access and Language Translation
- Community Surveying, Polling and Sentiment Research
- Additional Related Services

### **4 Task Order 1**



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Included in this solicitation is the initial Task Order for services related to development of a Community Engagement Strategy and Implementation

Plan. Offerors may elect to this Task Order in addition to the general response if resources are available to meet project funding constraints and timeline. Offerors who elect not to respond to this initial Task Order will still be considered for selection under the general selection. Only one offeror will be selected to provide services described within Task Order 1.

In 2020, PlanRVA was awarded funding (\$50,000) from the Community Foundation for a Greater Richmond to develop our internal capacity for improved community engagement. Our request cited the need to “develop and implement a community engagement strategy; evaluate our current operational, engagement and policy related practices for bias; and examine how we can more strongly approach future activities of engagement and decision making with equity at the center of our work”.

Between March 15, 2021 and June 15, 2021, PlanRVA must develop an agency wide Community Engagement Strategy and Implementation Plan.

Prospective offerors may submit a detailed proposal for fulfilling the needs of this initial Task Order (Task Order #1) through inclusion of the following described in greater detail in Section 5B:

- A. Development of an agency wide Community Engagement Strategy
- B. Implementation Plan
- C. Timeline for Completion
- D. Project Budget by Milestone/Deliverable

#### **4 Selection Criteria**

PlanRVA will use multiple criteria to select the most appropriate successful offeror(s). Respondents are encouraged to be as aggressive and creative as possible in their proposals. The following list summarizes the major qualitative areas that will be evaluated:

- ✓ Professional qualifications and experience of the individuals to be assigned to the project



- ✓ Relevant engagements in the proposer's and assigned individual(s) portfolio of completed projects

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- ✓ Experience with regional (multi-jurisdictional) planning entities or other public entities with similar mission/purpose
- ✓ Specific capacity and expertise with equitable community engagement practices with demonstrated commitment to reaching traditionally underserved or unserved communities

## **5 Response Contents and Format**

Offerors must complete all required elements of this RFP in order to be considered eligible. If additional material is required for one or more questions, please label attachments clearly and reference them in your response. Your response to this RFP will serve as the basis for the consideration of your potential as a partner.

### **A. Required Elements: General Solicitation**

#### **I. Company Information**

- i.** Give a brief overview of your organization's history, service menu, and geographic coverage area with specific emphasis on experience in the Richmond Region.
- ii.** In what jurisdiction is your main office located and if different, in what jurisdiction will assigned individuals be based?
- iii.** Describe your organization's capacity by sharing staff size and partner organization (subcontractor) affiliation.
- iv.** Please describe your relationship and prior experience working with Planning District Commissions or similar entities, jurisdictions in the Richmond Region or other public entities serving our community.
- v.** What differentiates your organization from your competitors and how will this be relevant to us?
- vi.** What experience does the organization have in delivering this type of work for clients?
- vii.** Please provide details of up to three recent (within the last 24 months) or current accounts that are similar in scope and requirements to those of PlanRVA. Please provide contact information for the customer's project manager or lead
- viii.** Technical expertise in inclusive and equitable community engagement
- ix.** Technical expertise in ADA and Section 508 Compliance



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- II. Compensation Structure**
- i. Provide an overview of your cost structure for provision of services over the life of this arrangement. Include the method by which you will estimate costs for work (time and materials, deliverable, etc) and the associated billing rates of likely assigned

personnel to the project in Year 1.

- ii. It is important to note that PlanRVA will likely use funding available through a federally or state awarded grant and therefore will be limited in flexibility of funding once a contract for a specific scope of work under a Task Order is executed.
- iii. It is critical that selected offerors have capacity to manage project budgets effectively and with good stewardship of public resources.

**III. Additional Information**

- i. Any additional information considered pertinent for consideration is welcomed including recommendations for improving our ability to effectively communicate with stakeholders and the public.
- ii. Any suggestions for priority of media/content development or implementation of best practices that will increase general public awareness of PlanRVA and/or specific work efforts led by the agency and improved communication with and among member jurisdictions is encouraged.

**B. Scope of Work- Task Order 1 (Optional):** Please state the approach, activities, and work products used to fulfill the needs of this Order:

**I. Development of an agency wide Community Engagement Strategy**

- i. Review of existing practices related to public outreach and engagement across programs and generally for the agency
- ii. Evaluation of current practices biases and identification of affirmative steps to be inclusive of the whole community in our community engagement activities
- iii. Prioritization of activities, investments and capacity building measures to achieve identified goals
- iv. Specific recommendations for full utilization of existing media platforms including our website and social media accounts
- v. Development of sample/starter collateral for the organization
- vi. Evaluation of additional media platforms, social media and other communications practices, tools, and resources necessary to achieve goals



**II. Implementation Plan**

- i.** Evaluation of existing staff capacity to fulfill objectives in the Community Engagement Strategy
- ii.** Recommendations for developing in-house capacity vs continued outsourcing
- iii.** Sample language or documents useful in implementing the
- iv.** Community Engagement Strategy such as description of responsibilities/skills for inclusion in a position description or contents of future Task Orders.

**III. Timeline for Completion**

- i.** All work associated with Task Order 1 must be completed and delivered by June 15, 2021. Please include a timeline for completion of milestones within the Task Order’s project deliverables including key dates.
- ii.** PlanRVA’s fiscal year begins July 1, 2021; planning for the new budget year begins in January of each year with progress monthly in requesting funding associated with fulfillment of the upcoming year’s work program. We hope to incorporate recommendations from this Community Engagement Strategy and Implementation plan into our program budgets and requests for funding for the coming fiscal year.

**IV. Project Budget by Milestone/Deliverable**

- i.** Provide a detailed project budget that includes cost per milestone or deliverable
- ii.** Clearly articulate basis of billing with anticipation of a 10% retainer held until final project completion.

**6 Proposal Evaluation and Award Criteria**

All proposals received from prospective offerors will be reviewed and evaluated by a committee of qualified personnel. This committee shall review all proposals and announce the offeror(s) of choice by close of business on March 12, 2021. This level of selection will result in identification of successful offeror(s) available to provide on-call services to PlanRVA (or affiliates described herein) on the basis of issuance of a Task Order.

Qualifications and Experience	20 points
Ability, Capacity and Skill	30 points





Experience in Equitable Community Engagement Richmond Regional Planning District Commission 9211 Forest Hill Avenue, Suite 200, Richmond, VA 23235 (804) 223-2033	10 points
Proposed Methodology and Approach	15 points
Experience with Public Entities and/or the Richmond Region	5 points

Local/Small Business/Female or Minority Owned company	5 points
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Current client/customer satisfaction	5 points
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Total	100 points
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**7 Clarification Questions & Scoping Meetings**

Any questions regarding the RFP should be submitted in writing via email to Martha Heeter, Executive Director for PlanRVA, no later than 4 pm February 12, 2021. Responses will be posted on the PlanRVA website no later than 4 pm on February 15, 2021.

PlanRVA will host a virtual information session on Friday February 5, 2021. While the session will be livestreamed to YouTube and available for viewing at any time, prospective offerors who wish to participate “live” in the session and have opportunity to ask questions during the Q&A portion of the agenda must register no later than 5 pm Wednesday February 3, 2021 by emailing Sidd Kumar at [skumar@PlanRVA.org](mailto:skumar@PlanRVA.org). Zoom Webinar access links will be provided to all registrants.

**8 Offeror Presentations**

PlanRVA may elect to hold interviews and/or contract negotiations with one or more firms during the weeks of March 1<sup>st</sup> and March 8<sup>th</sup> 2021 should additional information be required to make a final decision for selection. These will be held virtually and on invitation basis. A schedule of available times will be posted online no later than February 15, 2021. Offerors are encouraged to include their preference for available times in their submission. Conflicts will be addressed on a case by case basis. We will work to provide as much advance notice as possible in confirming these sessions if necessary.

**9 No Obligation**



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Phone: 804-781-1031

The submission of a proposal shall not in any manner obligate PlanRVA to enter into a contract or to be responsible for the costs incurred by your organization in responding to this request. Submission of a proposal does not obligate the offeror to respond to the Initial Task Order, nor does selection

of successful offerors obligate any firm to a certain minimum response to future Task Orders.

### **10 Agreement of Non-Disclosure**

This document is proprietary and shall not be disclosed to any other party. It is designed, developed and submitted to potential partners of PlanRVA for the benefit of PlanRVA. << Add Cooperative Procurement Language here>>

### **11 Cooperative Procurement**

PlanRVA makes no guarantee of future volumes and offers volume information for directional purposes only, to assist offerors with proposal preparation.

## Wish List

- Brand Identity/Messaging Strategy
  - o PlanRVA and its supported/affiliated entities
  - o Specifics Collateral and Templates:
    - Press Release Template
    - Board Member Orientation
    - Design Guidelines for Reports, Publications and other official Documents
    - Presentation Templates
    - Logo Integration with Digital Platforms
  - o Social Media Architecture
- Best Practices in Inclusive and Equitable engagement
  - o Vender Selection and Procurement
  - o Community Engagement, Public Participation
- Specific Initiatives/ Topics Identified
  - o Awareness Campaigns:
    - Don't Trash
    - Flood Awareness, Resiliency
    - Emergency Preparedness
    - Championing Regional Successes
  - o Public Participation
    - Long Range Transportation Plan
    - Regional Transportation prioritization
    - Hazard Mitigation Plan
  - o Projects
    - Capital Region Collaborative Website Integration
- Strategies for Stakeholder Engagement
  - o Board member engagement
  - o Local Government
  - o Partner Organization
  - o Newsletter
  - o Better Together Webinar Series