



Delta Regional Authority

Delta Regional Authority (DRA) Request for Proposals (RFP)

Welcome: Federal Co-Chairman Chris Masingill



DRA Regional Development Plan III | Request for Proposals



Delta Regional Authority

Delta Regional Authority (DRA) Request for Proposals (RFP)

Ted Abernathy, DRA Project Director

The RFP process will be overseen by the DRA in partnership with Ted Abernathy, Managing Partner of Economic Leadership LLC, who will serve as the Project Director on behalf of the DRA and will help manage the completion of the RDP III.

DRA Regional Development Plan III | Request for Proposals



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Delta Regional Authority (DRA) Request for Proposals (RFP)

**For the Development of the DRA Regional Development Plan III (RDP III)
DRA's Strategic Plan 2015-2020**

The DRA has issued a request for proposals in order to secure a contract with an economic development entity to collaboratively develop the next phase of the DRA's strategic plan (RDP III).

The RDP III will become the DRA's updated strategic plan, which will build and expand upon DRA's previous strategic plan (RDP II) which has guided the DRA's priorities since 2008.

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Request for Proposals – Overview

The RFP can be accessed via DRA.gov/rdp3 and FBO.gov. Additional resources pertaining to the RFP are also available on DRA.gov.

- DRA.gov/rdp3
http://dra.gov/images/uploads/content_files/DeltaRDP3_RFP_Final_3-31-15.pdf
- FBO.gov
<https://www.fbo.gov/index?s=opportunity&mode=form&id=a676541c7f75831fdfb81d8477c5f441&tab=core&cvew=0>



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Request for Proposals – Overview

This process will be overseen by the DRA in partnership with Ted Abernathy, Managing Partner of Economic Leadership LLC, who will serve as the Project Director on behalf of the DRA and will help manage the completion of the RDP III.

Contact: Ted Abernathy
Ted@econleadership.com

OR: Mirielle Burgoyne, Delta Regional Authority staff member
mburgoyne@dra.gov



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Written Questions

(Refer to RFP section 4.1 -- Written Questions)

Prospective respondents will have the opportunity to submit written questions via email. All questions must be submitted to rdp3@dra.gov. Questions must be received by the DRA no later than 4:00 p.m. eastern daylight time on April 20, 2015. All questions shall be marked "DRA Regional Development Plan III" in the email subject line.

No questions will be accepted via telephone.

All questions and corresponding answers will be posted on www.dra.gov/rdp3 by April 21, 2015.



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Request for Proposals – Overview

Goal 1

- Advance the productivity and economic competitiveness of the Delta workforce

Goal 2

- Strengthen the Delta's physical and digital connections to the global economy

Goal 3

- Facilitate capacity building within Delta communities



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For Reference: Please Review RDP II

DRA Regional Development Plan II – completed 2008.

The finalized RDP III will be an updated version of this existing plan.

[http://dra.gov/images/uploads/content_files/
DRA_Regional_Development_Plan.pdf](http://dra.gov/images/uploads/content_files/DRA_Regional_Development_Plan.pdf)

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Request for Proposals – Eligibility

PAGE LIMIT: Proposals must be 36 pages or fewer

ELIGIBILITY: Respondents must be entities with demonstrated expertise in economic development.

Refer to RFP section 3.8 for additional eligibility requirements, including demonstrated experience in:

- Multi-state strategic planning and forming of regional coalitions
- Public outreach – development of materials, and ensuring “local voices are heard”
- Performing regional, state-level and sub-regional research and analysis



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Request for Proposals – Process

DEADLINE for proposals: Respondents' proposals must be received by the DRA no later than 11:59 p.m. eastern daylight time on April 24, 2015 via mail (refer to RFP section 4.2 for instructions).

Timeline for the RDP III process: The contractor selected by the DRA will be notified by May 1, 2015. The contractor must complete the finished RDP III document by September 30, 2015 (refer to RFP section 1.4 for timeline and benchmarks).

Compensation: An amount up to \$150,000 will be provided to the selected contractor in exchange for the development and completion of the RDP III.



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Submission of Proposals

(Refer to RFP section 4.2: Submission of Proposals)

Seven (7) separate copies of the proposal must be received under sealed cover. The outside cover of the package containing the proposals shall be marked and mailed as follows:

**Attention: Delta Regional Authority
Delta Regional Development Plan III – RFP
236 Sharkey Avenue, Suite 400
Clarksdale, MS 38614**

Additionally, one electronic copy of the proposal should be emailed to rdp3@dra.gov. **ALL PROPOSALS MUST BE RECEIVED BY MAIL NO LATER THAN 11:59 P.M. EASTERN DAYLIGHT TIME ON April 24, 2015.**



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Requirements for Technical Proposal

Checklist (refer to RFP section 3.1)

- Transmittal letter
- Table of contents
- Executive summary
- Respondent's background
- Corporation's background
- Letters of recommendation
- Respondent's experience and qualifications
- Project organization, staffing, and supervision
- Technical approach to scope of work
- Work plan, timeline and budget



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Requirements for Technical Proposal:

Transmittal Letter (refer to RFP section 3.2)

The transmittal letter must be signed by an individual authorized to legally bind the respondent. Letter must include:

- A statement indicating that the respondent is a corporation or other legal entity, including tax identification number on IRS Form W-9;
- A statement that the respondent does not discriminate in its employment practices
- A statement that no attempt has been made to persuade any other person or firm to submit or not to submit a bid;
- A statement that the respondent has read, understands and agrees to all provisions of this RFP without qualification;



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Requirements for Technical Proposal

Table of Contents and Executive Summary (refer to RFP sections 3.3 and 3.4)

3.3 Table of Contents

The respondent shall include a table of contents for the technical proposal. This table shall contain section headings and subheadings along with corresponding page numbers.

3.4 Executive Summary

The executive summary shall condense and summarize the contents of the technical proposal to provide the proposal evaluators with a broad and clear understanding of the entire proposal.



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Requirements for Technical Proposal

Respondent's Background (refer to RFP section 3.5)

This section of the proposal shall contain information regarding the respondent's corporate background including size and resources, financial standing, involvement in litigation, and references. Also, please include highlights enumerating experience with projects similar to the ones presented in this RFP.



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Requirements for Technical Proposal

Corporation's Background (refer to RFP section 3.6)

The respondent shall provide background information on the respondent's organization, including the following items:

Date established,

Ownership (whether public, partnership, subsidiary, or specified other),

Total number of employees, and

Number of full-time-equivalent (FTE) employees engaged in similar contracts.



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Requirements for Technical Proposal

Letters of Recommendation (refer to RFP section 3.7)

Each respondent shall submit a list of three recent professional references (within the last three years) and three letters of recommendation.

Recommendations will be verified, so it is important that the proposal contain current telephone numbers, mailing addresses, and e-mail addresses for all references.



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Requirements for Technical Proposal

Respondent's Experience and Qualifications (refer to RFP section 3.8)

In this section, the respondent shall include an explanation of proven successful experience in:

- multi-state strategic planning,
- ensuring that “local voices are heard” in planning processes, and developing public outreach materials
- proven successful experience in forming sub-regional strategic coalitions and/or performing strategic planning processes,
- performing regional, state-level and sub-regional research and analysis, particularly in the context of assembling disaggregated data into larger and more-usable groupings.



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Requirements for Technical Proposal

Project Organization, Staffing, and Supervision (refer to RFP section 3.9)

In this section the respondent shall:

- Detail proposed project organization and staffing, including all proposed personnel by job title and level of supervision
- Identify by name a project supervisor who will work on behalf of the contractor in close collaboration with Ted Abernathy
- Provide details of its intended project management and project control methods



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Requirements for Technical Proposal

Project organization, staffing and supervision (refer to RFP section 3.10)

- In this section the respondent shall clearly describe its approach to the scope of work described throughout the RFP, and especially in section two of the RFP. The focus of the technical approach to the scope of work shall be on future plans for the development and completion of the RDP III, not on previous experience.



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Requirements for Technical Proposal

**Work plan, timeline and budget
(refer to RFP section 3.11)**

The respondent shall submit an overall calendar-based work plan that summarizes the work and timeline. The respondent shall also create a budget for the entire project including any due dates, reports, milestones, etc. The work plan shall illustrate how the respondent plans the activities surrounding the execution of all phases of the development and completion of the RDP III.



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Process Following Selection of Contractor

Following the selection of a contractor, this strategic planning process will become a two-phase process.

Phase one: The updating of the DRA's RDP III, which shall be completed by September 30.

Phase two: Each DRA state will update its own state-specific strategic plan, after the completion of the region-wide plan. The state plans will use the region-wide plan as a guide and will fit in under the umbrella of the region-wide plan.



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Process Following Selection of Contractor

Listening Sessions

May 2015 -- Region-wide kickoff event will be held in the Delta region with a listening session format. Event and coordination will be managed by the contractor and Ted Abernathy, with DRA input, guidance, and staff support

Between June 1 to July 23 – Within this time frame, contractor will hold eight listening session events, one in each state. Events will be held and coordinated by Ted Abernathy and the contractor, with DRA input and guidance



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Questions

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