

Request for Qualifications from Firms, Nonprofits or Individuals for Community Engagement for Great Rivers Greenway – August 7, 2020

Questions and Answers

1. Q: What is the process for awarding projects once you are on the approved vendor list?

A: The approved vendor list provides GRG with a pool of pre-qualified vendors from which we can contract with for specific engagement-related activities for any project throughout the next three years. For contracts not to exceed a total amount of \$50,000, GRG may select a firm on the Qualified Vendor's List. For contracts in excess of \$50,000, GRG may issue a shorter request for proposals (RFP) to at least three firms for evaluation and bring a recommendation to the Board of Directors for approval.

2. Q: Is there an RFP process once projects are identified?

A: If the contract is expected to exceed \$50,000, GRG may issue a shorter RFP to at least three firms for evaluation.

3. Q: How are vendors notified about projects?

A: Vendors may be invited to respond to an RFP as required for contracts expected to exceed \$50,000. For contracts that do not require an RFP, GRG may select any vendor considered best qualified and capable of performing the desired services and negotiate a defined scope of work for proposed services.

4. Q: How would Great Rivers Greenway prioritize its civic/community engagement needs?

A: Engagement is a core value throughout the lifecycle of a greenway project and is prioritized and embedded in each stage of greenway development from start to finish and beyond. As we collaborate with communities we work with them to understand local needs and concerns, and to identify opportunities for meaningful involvement and ongoing communication throughout the project.

5. Q: What are the most urgent areas of support needed or anticipated over the course of the agreement?

A: Every greenway project is different, and the scope of work and areas of support will vary from project to project. Engagement plans with specific expectations and responsibilities are created according to the specific needs and resources available on a given project. Projects that are anticipated to be in progress in the next few years include segments of the following greenways: St. Vincent, Maline, Centennial (Olivette and St. Charles), Deer Creek (Brentwood and Maplewood), Hodiamont Tracks, Brickline and Dardenne. Firms may be called upon for any number of other projects, too. Visit <https://greatriversgreenway.org/projects/> for more information about active greenway projects throughout the region.

6. Q: Does GRG have specific quantitative/qualitative goals for its community engagement efforts? If so, what are they? For example, # of people engaged at events, # of volunteers, # of

social media engagements, % of change in awareness or positive sentiment about the trails or GRG's efforts to involve local communities, etc.)

A: An engagement plan is determined for each greenway project that includes the project team's expectations for success, roles and responsibilities, engagement methods, and project goals. Each project will have its own unique set of goals, likely to be set with the consultant as part of the scope of work. Evaluation of project engagement at each stage should be included in the contract scope of work.

7. Q: What civic/community engagement efforts have worked best and what has not worked well?

A: GRG deploys a variety of tools to achieve engagement goals. Our Engagement Strategy provides best practices and a case study of our strategy in action. For more please visit: <http://greatriversgreenway.org/wp-content/uploads/2018/02/Engagement-Strategy-FINAL.pdf>

8. Q: Is issues/crisis management part of the remit – either as a consultant to provide strategy/guidance, or help with actual execution? (For example, this could include media training, message development or support related to incidents that happen along the trail, addressing COVID related concerns regarding use of the trails, effective use of public funding, etc.)

A: GRG employs a marketing and communications team capable of maintaining day to day operations including public relations and issues/crisis management. If issues arise during engagement, those engagement consultants would be likely to be involved in crafting the messaging or strategy with the GRG team, but the GRG team would handle implementation.

9. Q: Is media strategy/outreach or social media support part of the remit – either as a consultant to provide strategy/guidance, or help with actual execution?

A: GRG maintains a separate vendor list for marketing and communications related work, including digital strategies. We welcome engagement vendors to give feedback or input on this if they are working on a specific project and have ideas for that community, but would not be responsible for implementation. Sign up to receive notifications when Communications Services and other opportunities are posted:

https://docs.google.com/forms/d/1c7o0Muw9bTxL3x0wP1Rwb9w2QouQdovjmK-NL2E0e6g/viewform?edit_requested=true

10. Q: What would a successful partnership look like to GRG?

A: A successful partnership is one in which we work collaboratively with our vendors, project team and stakeholders to implement the community's vision for the greenway. It would be one where opportunities are identified, challenges are mitigated but handled with a flexible nature and the vendor is mindful of the scope, budget and goals of the project at all times.

11. Q: If we respond to both components and are deemed “not qualified” for one of the components, will we still be considered for the other component?

A: Yes, you can be considered for one or both service area. GRG will maintain a list of all procured firms that are qualified in each service area.

12. Q: How many companies/firms do you partner with on an average project?

A: Typically we just use one engagement vendor, but we may be working with anywhere from 1-7 other vendors on any given project.

13. Q: How many companies/firms are in your current “contracted” pipeline?

A: There are currently 20 engagement firms on our Qualified Vendor’s List.

14. Q: How do you select which vendor you would work with from the pool for any given project? Is there a separate RFP process per project?

A: We compare vendors’ qualifications and areas of expertise to the identified engagement needs for the project to determine the most appropriate fit. An RFP may or may not be necessary depending on the anticipated contract amount.

15. Q: Is there any anticipated timing or cadence of projects? For example, does GRG typically have one or more projects in execution at any given time?

A: We absolutely have multiple projects going on at once, all in different phases. Some have engagement vendor support and some do not. There is not one season that is particularly busiest, as engagement is always happening to some extent.

16. Q: What is the typical duration of a project?

A: Project duration may vary depending on the stage of the project and the type of engagement required to achieve the project goals. Generally, we rarely hire for less than three months and typically do not contract more than a year out, but contracts can be amended/renewed if the project is ongoing and the partnership is working well.

17. Q: How many projects do you anticipate during the three-year award period?

A: There are currently 16 active greenways with more than 40 projects in varying stages of planning, design or construction. Project advancement from stage to stage may depend on a variety of impact such as permit approvals or securing funding. This is ever-changing, as is partner and internal capacity, so not every project has an engagement vendor during every phase.