

Requests for Proposals
by the
Catawba Regional Council of Governments
for
Digital Comprehensive Economic Development Strategy
(CEDS)

Bid Due Date: July 22, 2021

215 Hampton Street
Rock Hill, SC 29730
803-327-9041

**Catawba Regional Council of Governments
Request for Proposals
General Information**

The requester is:

Catawba Regional Council of Governments (CRCOG)
215 Hampton Street
Post Office Box 450
Rock Hill, SC 29731

Questions concerning the proposals or CRCOG should be directed to:
Amy Chitwood, Finance Director or Stephen Allen, Senior Planner
Catawba Regional Council of Governments
Post Office Box 450 (Mailing Address)
215 Hampton Street, Suite 200 (For Deliveries)
Rock Hill, SC 29731
(803) 327-9041 or achitwood@catawbacog.org / sallen@catawbacog.org

To qualify for consideration, a proposal must be received via direct delivery, mail, or email by 3:00 p.m. on July 22, 2021. The proposals should be addressed to Amy Chitwood at the above email address. Late proposals will be rejected as not meeting the mandatory RFP requirements. Your proposals should comply strictly to the required format.

Proposals will be reviewed at 3:00 pm in the office of the Catawba Regional Council of Governments, 215 Hampton Street, Rock Hill, SC 29730.

All proposals will become the property of CRCOG.

Catawba Regional Council of Governments
Request for Proposals
Outline

- I. The Council's Needs
 - A. CRCOG Background
 - B. Comprehensive Economic Development Strategy Overview
 - C. Goals of Digital CEDS
 - D. Assistance Available to Proposer
 - E. Proposal Requirements
 - F. Right of Rejection

- II. Format for Information Requested from the Proposer
 - A. Title Page
 - B. Table of Contents
 - C. Letter of Transmittal
 - D. Proposer's Profile
 - E. Proposer's Qualifications
 - F. Work Plan
 - G. Other Information

- III. Evaluation of Proposals

Catawba Regional Council of Governments

Request for Proposals

I. The Council's Needs

A. Catawba Regional COG Background:

The Catawba Regional Council of Governments (CRCOG) CRCOG is a 501 (c) (3) organization that was formed in 1967 under the provision of Article 2, Act 487 of the South Carolina General Assembly, as amended in 1971. CRCOG is governed by a Board of Directors comprised of elected officials and private sector representatives from the counties of Chester, Lancaster, Union and York. CRCOG is a state and federally recognized regional entity for providing a variety of planning and development services for its member counties and the state. CRCOG is involved in local and regional planning efforts which include: workforce development, transportation, information and referral, technical assistance, mapping and zoning, business loans, community development block grants, environmental initiatives, recreation, and other contract and grant services to enhance local government efforts.

- B. The Comprehensive Economic Development Strategy (CEDS) contributes to effective economic development in America's communities and regions through a locally-based, regionally-driven economic development planning process. Economic development planning – as implemented through the CEDS – is not only a cornerstone of the U.S. Economic Development Administration's (EDA) programs, but successfully serves as a means to engage community leaders, leverage the involvement of the private sector, and establish a strategic blueprint for regional collaboration. The CEDS provides the capacity-building foundation by which the public sector, working in conjunction with other economic actors (individuals, firms, industries), creates the environment for regional economic prosperity.

CRCOG is seeking services for the creation of a web-based design for its Comprehensive Economic Development Strategy (CEDS). The CEDS will be integrated into the current COG website or will be hosted offsite as the system dictates.

C. Goals of Digital CEDS:

1. Develop on a platform that is conducive or interfaces with the CRCOG website;
2. Self-updating socioeconomic data with a focus on job creation and retention in the region;
3. Graphic based design;
4. Customizable report generation;
5. Design the site so that can be supported by mobile devices;
6. The ability to download geo-based multi-level socioeconomic data;
7. The website should be ADA compliant;
8. Include links/connections to the COG's Facebook page/other social media; and,

9. Include a maintenance program that details cost and work that will need to be maintained by the developer.
- D. **Assistance Available to Proposer:** CRCOG Staff will be available to answer questions in regards to the proposal.
- E. **Proposal Content:**
- Proposing Website Designer
- ◆ Description of the Developer's firm.
- Experience and resumes
- ◆ Statement of the Developer's expertise and experience with not for profit organizations. Also, provide three references with contact information.
- Engagement fee
- ◆ Present a product fee for 2-3-years of service.
- References
- ◆ The proposal should include background references of no less than three similar organizations that CRCOG may contact. Include the name of the organization, contact at the organization, address and phone number, and the date and type of services performed.
- Other items
- ◆ Proposed time line of development and delivery.
- F. **Right of Rejection:** CRCOG reserves the right to reject any and all proposals and to request additional information from any and all proposers.

II. Format for Information Requested from the Proposer: In order to simplify the review process and to facilitate comparison, the following format is suggested:

- A. **Title Page** listing the developer's name, local address, contact person, telephone number, and the date of the proposal.
- B. **Table of Contents** with a clear identification of the material by section and page number.
- C. **Letter of Transmittal** briefly stating in one to two pages the proposer's understanding of the work to be done and commitment to perform the work in the manner required. The letter of transmittal should also separately state the fees for the completed project and any fees associated with website maintenance (outside COG staff's ability).
- D. **Proposer's Profile** stating the nature of work performed by the firm along with the number of partners, managers, and other professional staff employed at that office. The profile

should also describe the range of services performed and previous work experience related to the development of a **CEDS** document.

- E. **Proposer's Qualifications** should identify the supervisors and key staff who will work on the project.
- F. The **Work Plan** should include time estimates for each significant segment of the work.
- G. The proposer may also include any **Other Information** deemed relevant.

III. Evaluation of Proposals: The following factors will be considered by CRCOG in its evaluation of proposals:

- A. Responsiveness of the proposal in clearly stating an understanding of the work to be performed, and should follow the above required format.
- B. Qualifications of staff
- C. Cost
- D. Technical experience of the Developer

Selection will be made by CRCOG staff. The CRCOG and reserve the right to reject any or all submittals not deemed complete. Selection will be primarily based upon the qualifications of the consultant to perform the services outlined within this RFP as well as upon estimated fees provided in the response.