

## **Strategic Plan Consultant Request for Proposals Whittier Alliance 2/8/17**

### **Objective/Purpose**

The Whittier Alliance Board of Directors seeks an experienced strategic planning consultant to design and facilitate a participatory planning process to consolidate and update our 2012-2017 strategic plan by Fall of 2017. The strategic plan establishes goals for neighborhood development and prosperity, including details on how the goals will be achieved, measured, and reported. The update will further strive to build a cohesive, neighborhood identity and vision.

The Whittier Alliance (WA) is soliciting proposals for an engagement consultant that will review and evaluate our current strategic plan and other guiding documents, identify major neighborhood stakeholders, assist in surveying, facilitate focus groups that are demographically driven/representative, and aggregate data collected.

Through this process, the Board seeks "to refresh the enthusiasm, evaluate the purpose, rethink how the work of the neighborhood is achieved and keep the neighborhood vision an active target in the neighborhood and in the City."

### **Key Dates**

**January/February 2017:** Asset-Mapping Project begins

**March 30, 2017:** WA Annual Meeting

**April 2017:** Outreach and data collection will begin

**September 2017:** WA will publish its data, with the top five priorities plus organizational sustainability broken down into programmatic goals.

### **Background**

The WA is the neighborhood association for the Whittier neighborhood in Minneapolis, Minnesota. For a complete history, visit <http://www.whittieralliance.org/neighborhood-association.html>

The impetus for for this project is the expiration of our current Strategic plan in 2017. We began in April 2016 with Board trainings focusing on Equity, Inclusion, Development, Engagement and Active Listening. We continued in June 2016 with an initial analysis of progress on our current 2012-2017 Strategic plan and impediments to completion. In November 2016, a group led by WA staff created strategies to test new engagement methods in preparation for outreach in the Strategic plan creation process. New methods were tested at our November and December Community Issues (CI) meetings with one outcome being to establish what tasks can be handled by WA staff and the Steering committee, by the Asset-Mapping Partners and by the Consultant.

The Steering Committee will meet in February to review the engagement process and again in March to make recommendations on proposals.

## **Expectations**

The Consultant will work with WA staff, Interns and the Strategic Plan steering committee to review and consolidate all our existing guiding documents and strategies. These are any plan, ordinance or policy that impacts the future of the Whittier neighborhood including, but not limited to:

- 2012-2017 strategic plan
- City, County or State policies

The Consultant will summarize this data, highlighting area of agreement and discord across the documents.

The Consultant will also review and assist in the implementation of an engagement process that reaches all groups in the community including:

- Assist in creating questions for data collection about the strategic plan
- Identifying, assisting in recruiting, and facilitating focus groups within Whittier to gather feedback from the community in an inclusive and transparent process
- Creating instruments (e.g. surveys, focus groups) to collect feedback
- Data analysis and summary

The final deliverable, due September 15, 2017, is a report containing:

- An updated 2012-2017 Strategic Plan to be in concert with all guiding documents and organizational resources (framed within the reality of staffing, budgets, programs, etc.)
- The five top priorities of the neighborhood as identified by the engagement data
- Methodology for the data collection and analysis and
- Demographically representative data presenting the perspectives of major neighborhood stakeholders

The report should come as a single document (Word, PDF, etc.), a slide show and broken into individual documents for other printing.

## **Requirements**

- Experience working with at least one of the following populations: Immigrants, communities of color, low-income communities
- Community engagement experience
- Statistical Analysis skills
- Meeting facilitation skills
- Understanding of Minneapolis neighborhood, city structure and dynamics
- Experience with GIS or familiarity with mapping analysis

## **Resources**

- Dedicated board and staff time to assist with data collection and meeting facilitation
- Whittier Alliance Guiding Documents
- Strategic Plan Steering Committee
- Neighborhood Asset-Mapping Project occurring concurrently

- Project will not exceed \$7,000

**APPLICATION PROCESS & PROCEDURES:**

Please provide a complete written response to this RFP which is double-spaced and does not exceed 6 single sided pages. Proposals should include:

- A brief Executive Summary
- A description of the applicant's general approach to strategic planning consultation, including methodology, perspective, or philosophy that guides your work with organizations in this undertaking
- A detailed timeline for each deliverable and overall project completion
- A detailed budget that breaks out expenses (may be a separate document)
- Credentials and qualifications of key personnel who will take responsibility for working directly on this project, including three references
- Example(s) of a finished strategic plan created by your company (may be separate documents).

**Proposals should be submitted electronically, as a PDF, to [info@whittieralliance.org](mailto:info@whittieralliance.org) by March 16th, 5:00 pm. Please use the subject line PROPOSAL.**