



ADDENDUM NO. 1
RESPONSES TO QUESTIONS AND CLARIFICATIONS
REQUEST FOR PROPOSAL AND CONTRACT FOR PROFESSIONAL SERVICES
FOR
COMMUNITY VISIONING AND ACTION STRATEGY SERVICES
MARCH 22, 2018

The following additions, deletions, modifications, or clarifications shall be made to the appropriate sections of the Request for Proposal Package dated February 28, 2018 which consisted of the RFP (consisting of 20 pages) and RFP newspaper notice, and shall become part of the Contract Documents. Bidders shall acknowledge receipt of this Addendum in their Bid Proposal.

Bids will be due on April 2, 2018 as stipulated within the original RFP package.

RESPONSES TO QUESTIONS AND CLARIFICATIONS

1. Please explain what is driving the November 30th completion date. It is possible that a number of community meeting will be held over the summer months, when folks are away on summer vacations. As a general rule, we find that meetings in the months of July and August are difficult for folks to attend. Any comments on this are appreciated.

RESPONSE: It was our thoughts that extending the completion date beyond the November 30th date would encroach into the holiday season with the added increased potential for bad weather which could also providing challenges for community participation. While we agree that the summer months do present some potential problems with participation, we feel that with a strong advertising campaign to the community and local businesses through social media, local newspapers, etc.. that we can garner enough participation for these two months.

2. How many persons do you anticipate being on the steering committee?

RESPONSE: The steering committee will generally consist of the (7) board members of Exeter Proud with an invitation to Borough Council. Our intent is to limit the number of individuals on the steering committee to say perhaps (10) at most. Any more than that we feel would be counter-productive.

3. What is the consultant budget (fee) for this project?

RESPONSE: The funding for this task is a combination of grant monies from PA DCED and participant funding from the borough. We were instructed from the Borough Solicitor to solicit bids for this work through a traditional public procurement RFP process. That being said, disclosing the total funding would invalidate the necessity of soliciting competitive bids.

4. What is the source of those funds and are there any restrictions on their use?

RESPONSE: See response above. The funding has been earmarked specifically for the visioning tasks outlined and defined in the RFP so we are not aware of any restrictions within the limits of the tasks provided.

5. How many individuals will evaluate the proposals that are received?

RESPONSE: The review committee will generally consist of the board members of Exeter Proud and will rank the RFP responses on qualifications 1st and price second with the results of our evaluation shared with Council. We will bring in the two highest ranking firms (in order of ranking) to discuss the project, and cost, and negotiate as necessary to move the project forward.

6. Please tell us how you intend the ESRI Retail Analysis and Drive Shed Analysis to be utilized. We ask this questions since your consultant qualifications do not specifically list expertise in market analysis / retail gap analysis or market needs analysis. Also, can you please explain if you have determined the market area for this information (geographic limits).

RESPONSE: The Esri Retail Analysis will be used as a tool to provide assistance to identify our community business strengths and weaknesses, and to use as a predictive tool in attracting new businesses to reinforce existing businesses to enhance growth and strengthen the local economy, The data from this analysis will also be shared with local businesses to enable them to individually make strategic decisions necessary to increase their businesses and thrive.

We envision the Drive Shed Analysis data to be used as a community marketing tool in attracting and retaining younger populations to live within the Borough as well as potentially attracting businesses. By focusing on the close proximity of the Exeter Borough to surrounding area schools, Universities, retail centers, theaters, restaurants, performance venues, parks, attractions, interstates, access to mass transit, etc.. We plan to use the data to reinforce the advantages of living in a small community setting with reasonable transit-times to local (and major metropolitan) areas. Our intent is to limit the geographic area of interest in this drive shed analysis to a 20-mile radius from Exeter Borough.

8. Has the borough priced the estimated cost of this data?

RESPONSE: We have not priced this specific service separately. In the early stages of forming the visioning and strategic initiatives outlined in this RFP (which includes the Esri Retail Analysis and Drive Shed Analysis), services offered by other firms included these tasks which fell within our budget.

9. We would ask that the Retail Analysis and Drive Shed Analysis tasks be provided with the costs broken out separately within the cost proposal to allow us to evaluate this service separately.