



April 29, 2013

Request for Proposals

The South County Economic Development Council (SCEDC) is currently seeking to receive proposals for:

Economic Development and Public Engagement Consultant Services For Visioning Effort

South County EDC intends to use consultants to create an economic vision with an economic strategy that threads various opportunities in South County and captures and builds on the synergy among these projects and provides a unified vision to support future planning. Objectives include:

1. Develop a plan and identify action items with benchmarks
2. Create marketing messages
3. Engage the community, encourage input and participation.
4. Create consensus around common opportunity and threats.

There are many development projects currently in the planning and approval process in the South San Diego region. Projects include, but are not limited to a university; development of the Chula Vista Bayfront Master Plan; Cross Border Terminal; redevelopment of Brown Field; new land ports of entry; technology park; significant residential and commercial development.

You are invited to submit a response to this REQUEST FOR PROPOSAL to create an economic strategic plan that:

- Engages the public, solicits public input and receives feedback through a web based survey that:
 - Accounts for different scenarios
 - Comes with a voting component for each scenario
 - Includes an interactive tool, such as a web-based survey, that will allow the public to participate and vote electronically
 - Addresses public input and makes recommendations based on those comments and suggestions
- Analyze the responses of the survey:
 - SCEDC expects to collect 4,000 surveys
 - Write a report based on the surveys gathered

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- Links the various South County projects together in an economic strategy
- Identifies synergies and economic opportunities that come with linking the projects together and develops strategies to capture those opportunities
- Identifies potential business clusters that could come from the synergy
- Identifies existing business clusters that could be strengthened by the synergy
- List strength and weaknesses as it relates to those clusters
- Create messaging points directed at those clusters
- Includes at least 5 tangible items SCEDC can do within 5 years to maximize the economic opportunities
- Develops an action plan with tangible milestones and dates
- Provide bi-monthly briefings to SCEDC staff
- Provide monthly written update to Oversight Committee
- Schedule presentations to at least 30 organizations

SCEDC is seeking a firm to provide such service. As a frame of reference, this project will be similar to the survey efforts taken in the San Diego Regional Visioning Project. SCEDC expects to collect 4,000 surveys. This plan is intended to be a 5 year action plan that will guide SCEDC efforts to maximize the economic impact for the major projects in South County by seeking linkages. Please see the Visioning White Paper for more information on the South County EDC website at www.southcountyedc.com

SCEDC represents the cities of Chula Vista, National City, Imperial Beach, Coronado, the communities of Otay Mesa and San Ysidro within the City of San Diego, Port of San Diego and the unincorporated communities of East Otay Mesa and Bonita.

Please be advised this is an aggressive schedule. Surveys are expected to be on the street in June. All survey information is expected to be collected by end of September 2013.

The maximum budget for the services described herein is \$85,000. The period for this contract will be May 20, 2013–July 1, 2014.

Proposals will be accepted up to 5:00pm May 15, 2013. Three copies of the proposals must be received prior to the deadline at the following address:

Attn: Cindy Gompper-Graves, President/Chief Executive Officer
 South County Economic Development Council
 1111 Bay Blvd., Ste. E
 Chula Vista, CA 91911

Candidates check list for submittal:

- 3 professional references
- A listing of 3 similar projects that you have completed, including a web-link to an economic strategic plan
- A brief synopsis of your approach to this project with timeline
- A description of your firm or company
- A biography of the person who would become the project manager that is less than 1 page that includes:
 - Knowledge and experience with business attraction and retention concepts
 - Knowledge of developing economic strategies
- Complete contact information
- A commitment to allocate the time and resources to accomplish this effort within the timeframe described in this RFP.

A pre-bidders telephone conference that will include a presentation of South County projects will be conducted on May 7, 2013 at 3:00pm. Questions related to this RFP will be addressed at this time. Participants must RSVP to participate to SCEDC@southcountyedc.com

Responders are invited to visit the South County Economic Development Council to learn more about the organization at:

www.SouthCountyEDC.com.

Sincerely,
Cindy Gompper-Graves
President & Chief Executive Officer