

# Request for Qualifications

## Development Authority of DeKalb County

### Equitable Economic Development Strategic Plan

#### I. Introduction and overview

The Development Authority of DeKalb County (Decide DeKalb) in DeKalb County, Georgia is soliciting proposals from economic development consultants to complete an Equitable Economic Development Strategic Plan ("Plan"). The Plan will guide Decide DeKalb's policies and programs for attracting new investment and job creation in underserved and underdeveloped communities, as well as communities of color. The objective of the Plan is to identify key policies, programs, approaches, partnerships, and investments necessary to achieve equitable economic development goals in the next three to five years.

Please read each section carefully for information regarding the request and submittal instructions.

The point of contact for this RFQ is Geoffrey Loften. Please reference this RFQ as 'Decide DeKalb EED Strategic Plan' in the subject line of all emails. His contact information is:

Geoffrey Loften, Equitable Economic Development Program Manger  
[gloften@decidedekalb.com](mailto:gloften@decidedekalb.com)

Key dates:

- September 9, 2022: RFQ Issued
- September 16, 2022: emailed questions and requests for clarifications are due by 5:00 PM EST
- September 23, 2022: questions and clarifications are posted by 5:00 PM EST
- October 14, 2022: all submissions are due by 5:00 PM EST
- January 2, 2023: projected start date

Decide DeKalb retains the right to adjust the timeline as necessary without prior notice.

#### II. Budget

The Plan budget is anticipated to include the cost of reviewing applicable documents such as the revitalization plans for corridors in the designated areas, assistance in determining the boundaries of the underdeveloped areas of the county, compilation and assimilation of the necessary data, GIS

work as required, coordination with applicable county agencies and Decide DeKalb and delivery of final strategic plan. Pre-approved incidental expenses are considered exempt from this budget and bid.

### **III. About the Plan**

Decide DeKalb is seeking an experienced consulting team to provide expert advice in inclusive economic development to work with staff to develop the Plan. Decide DeKalb wishes to create programs that address business growth (especially access to capital), the development/redevelopment of underutilized real estate, and the economic mobility of DeKalb County residents. The team's work is expected to include:

- Current conditions, a review of related plans, and a SWOT analysis
- Engagement with appropriate stakeholders and partners
- Identification of underdeveloped and underserved areas of DeKalb County
- Findings and recommendations for specific programs and policies based on research of national best practices and interviews
- A workplan and the development of a timeline and recommended budget for proposed programs and policies

Decide DeKalb retains the right to adjust the scope of work as necessary without prior notice.

### **IV. Submission requirements**

A submission must include:

- Cost proposals
- Timeline proposals
- Examples of previous Economic Development Strategic Plans, preferably those with a focus on equity and underserved businesses.
- Biography and background of the Consultant(s) who will be working on the strategic plan

### **V. Submission process**

- Digital submissions must be received by October 14, 2022 by 5:00 PM EST to [gloften@decidedekalb.com](mailto:gloften@decidedekalb.com) with the subject line "Submission: Decide DeKalb EED Strategic Plan"
  - Submissions may be sent under a Dropbox or other cloud storage link, or as emailed attachments.
  - Submissions should be no more than 25 pages single spaced.
  - **The submission email must include a contact phone number in the body of the email. For security purposes, Decide DeKalb will contact this phone number before opening links or attachments.**

### **VI. Evaluation criteria**

- Past performance in developing strategic plans for economic development organizations in areas with similar demographics to DeKalb County.
- Experience with county and municipal governments, public-private partnerships, and public outreach.
- Experience developing programs and policies for promoting equitable economic development.
- Experience with and access to technology for high quality print and digital design.
- Ability to write and produce documents that are accessible to a diverse audience and follow accessibility criteria for web.
- Cost to perform the scope of work.
- Decide DeKalb may request to interview the company during the evaluation process.

## **VII. Selection process**

Firms shall have no contact related to this project with Decide DeKalb during the RFQ process other than with the contact person for questions and clarifications. Any firm that currently provides Consultant services to Decide DeKalb may continue to discuss those matters with all staff, except for matters pertaining to this RFQ.

Qualified submissions will be reviewed by a selection committee and ranked based on the scope of work criteria. Decide DeKalb may invite firms for interview, but this is not a requirement for the selection process.